



School Manages During Recession

By Wesley Grunke

Experts say the current recession is the worst financial crisis since the Great Depression. In January, the U.S. Labor Department announced job losses totaling over 600,000. This is on top of the three million lost in 2008. Many economists are predicting an additional two million jobs to be lost for the rest of 2009. Despite the recession, our school is coping well.

As the recession worsens, donations to Edgewood have slowed and next year's enrollment will likely be adversely affected. "The most

important thing," said President Judd Schemmel, "is for us not to panic."

After exceeding last year's fundraising levels for July, August, and September, there has been a slowdown lasting from October to December. However, the trend reversed in January, as donations again surpassed levels seen in 2008. Schemmel said that, "companies and individuals are reevaluating their giving." It is important that potential donors know "that Edgewood is a place they can continue to believe in." He added that it is also vital to "establish, build and maintain new relationships."

Admissions and

Marketing Director Meredith Temple has observed financial concerns rise among prospective parents. Many are asking, "If I make this investment, what type of return will I get," she said. The Marketing Department is "emphasizing Edgewood's value" to convince prospective parents by focusing on the positive experience past students have had. In addition, she said, "More families are asking for financial assistance."

Despite emphasizing the value of a private education, there are concerns that next year's freshman class may not reach the administration's goal of 175 students. There is no doubt in Mrs. Temple's mind

that the administration must "cast a wider net" to yield their objective, as the recession has "trimmed down the number of potential applicants." To do this, the Marketing Department is placing advertisements in different places, talking to more parents, and appearing in more venues. President Schemmel recognized this as well, saying, "We will work every day to bring in that freshman class."

Students can be assured that there will be no cut backs to any school program or extracurricular activity. Schemmel said that, "We don't want to jeopardize the program that parents and students expect." Instead, Edgewood will "continue to be

good financial stewards with the funds we have." As for tuition, it will not rise beyond the annual seven percent increase. He said, "We don't want to create excessive tuition requirements."

Compared with other private high school administrators he has talked to, "Edgewood stacks up real well," Schemmel said.

Despite the negative impact on Edgewood, Mrs. Temple sees some positive in the recession: "People are recalculating their spending, spending more thoughtfully, and eliminating waste."

Parent Business Owners Cope With Economy

By Nate Maas

Local businesses have already begun to feel the effects of the global recession. With the American economy on the decline and unemployment on the rise, local businesses have tried to cope with the recession as best as they can.

Thomas Zimbrick, who owns Zimbrick in Madison, says that the biggest force on his industry is the tightening of the credit market. Consumers either have a difficult time getting a loan or are very hesitant to make a big purchase right now. "Consumer confidence is just way down," said Mr. Zimbrick. To counteract this before the recession had hit full force, Mr. Zimbrick put plans into effect that would lessen the impact of the recession. He instituted a hiring freeze and has combined some jobs. He has also decreased the inventory of new cars and cut the amount of money allotted to advertising. All of these measures have worked well so far, but the recession is far from over. "The thing to take away from all this is to focus on what things are under your control," said Mr. Zimbrick.

Another industry that the recession has affected is real estate. Kurt Welton, one of the founders of Welton Enterprises Inc., saw signs of the recession before it had even started. Mr. Welton owns an industrial realty business. His company constructs buildings and leases space out to businesses. It is a contractual industry which means that businesses renting space from Welton Enterprises

Inc. must hold that space for the duration of the lease. Because industrial realty is on a contractual business, it is one of the last areas to feel the effects of a recession. Welton Enterprises Inc. actually had its best year in 2008, but with the recession having been in full swing for over a year now, Mr. Welton has just begun to feel the effects. Commercial renters

whose businesses have slowed are now trying to renegotiate contracts to save money by downsizing. In preparation for the downturn, Mr. Welton has made sure that the number of contracts that run out in 2009 will be as few as possible. He has also attempted to minimize maintenance costs prior to signing new leases. Another thing that Mr. Welton cites as a con-

tributor in beating the recession is prayer. "I start every meeting with a prayer," said Mr. Welton. "You can't discount the power of prayer."

The construction industry has also taken a hit. Mark Landgraf, of Landgraf Construction, said, "People just don't want to expand right now." Mr. Landgraf has had to

lay off some workers, but has been able to fight off the worst of the recession so far. He has had to adjust his business so that there is still work. "It's like an audible in football. You've got to be able to adjust. People who don't audible are going to be sacked," said Mr. Landgraf.

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Inauguration Trip Group

We Are One: APS Students Attend Inauguration

By Courtney Halbach

History was made on January 20 as the first African American president was sworn in to office. Thirty-four students witnessed history, along with 1.8 million others, on the Mall at our nation's Capital. Each was moved by the monumental once-in-a-lifetime experience signifying a new era.

Before the election results of November 4, the American Political Systems students signed up for the inauguration trip provided by World Strides. Taking the class that is offered every two years

helped the students understand the election process and the opposing views of the main candidates. Mr. DallaGrana wanted his students to see the importance of being informed citizens and hoped that their knowledge of politics would translate into them being lifelong voters. Knowing the candidates' views helped each student choose a candidate based on facts rather than their parents' influence. "The class made me support a candidate based on fact, not person," said Leisa Zimbrick. "I knew what was going on during the campaign and who the major figures were," said Charlotte

Martin. "The trip ended the class by coming together at the inauguration," said Alisha Cleary. The culminating activity put finality to the semester. Even if one didn't support Obama, the day of the inauguration was still meaningful. "I didn't support Obama, but that didn't change anything," said Nichole Vesperman.

Emotions were varied and unexplainable on that cold Tuesday of the inauguration. Before the group ventured from their bus, they convened for a group hug. From there, they followed the mass of crowds to the Capitol. continued on page 5