

A Message from Alex and Max



Through our PhillySwirl Rising Star programs, we hope to continue to support parents, students, and educators throughout the United States.

The response that we have received from parents and educators so far has been extremely enthusiastic, and we hope to inspire a network of "Companies That Care" by encouraging other businesses to provide the same level of support for education in their communities. We are confident that business and community leaders, working in collaboration with parents and educators, can make a significant difference in the lives of students and their families.



"The mission of our school district is to provide all students with the opportunity to acquire the knowledge and skills necessary to realize their potential, and the PhillySwirl company is one of our strongest business partners. Company co-founders Alex Plotkin and Max Lapin are tireless in their enthusiastic, personal involvement in our schools. We appreciate their continuing efforts to provide support for students, parents and teachers within the community that gave them their start, and we hope that other companies will follow the example they provide."

Earl J. Lennard, Ph.D., Superintendent
School District of Hillsborough County
Tampa, Florida



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We appreciate your interest in the PhillySwirl Rising Star programs, and we invite you to contact us with your comments and questions.



presents

**Rising
Star**

PROGRAMS

"The evidence is consistent, positive, and convincing – many forms of family and community involvement influence student achievement at all ages."

(A New Wave of Evidence:
The Impact of School,
Family, and Community
Connections on
Student Achievement)



WORK HARD – NEVER GIVE UP – BELIEVE IN YOURSELF

The PhillySwirl Story **IN THE BEGINNING**

Alex Plotkin and Max Lapin met in 1987 when they were both students at Penn State University. Upon their graduation from Penn State, they both enrolled at the Widener University School of Law. After only a few months of law school, Alex convinced Max that the pair should move to Florida to start an Italian ice business. In 1992, Alex and Max founded PhillySwirl, and their first “company headquarters” was the garage attached to a house that the two were sharing at the time. When they realized that they could no longer work out of their home, they sold the house and lived in the back of a small shop that they rented. Despite these humble beginnings and a variety of challenges, Alex and Max never gave up on their dream of success.

THE BIG BREAK

In the summer of 1997, the struggling company received its first big break when the food service manager of a local high school purchased some PhillySwirl products to sell in her cafeteria. The products were sold out in one day, and she was back to order more. As a result of sales like these, the Florida public school districts soon became PhillySwirl’s largest account. Today, PhillySwirl is a multi-million dollar company whose products are sold throughout the United States and in seven other countries.

A SHOW OF GRATITUDE

Because they were proud of and grateful for their success, Alex and Max decided to give back to their community. Since the successful sales of PhillySwirl products began in the public schools, they decided to show their gratitude by sponsoring and coordinating a variety of programs within the School District of Hillsborough County in Tampa, Florida, the tenth largest school district in the United States.

These have included:

- ***Rising Stars, a dinner and award event that honored one student from every elementary school in the county and***
- ***Tomorrow’s Leaders, a mentoring program that challenges at risk students to do their best, stay in school, and graduate. This program targets eighth grade students, monitors their progress throughout high school, and rewards those who graduate with a two-year prepaid Florida scholarship.***

In addition to co-sponsoring and funding these programs, Alex and Max have been personally involved in them. Alex has spent hundreds of hours visiting schools in the district as a motivational speaker, as well as personally mentoring students who are part of Tomorrow’s Leaders. All of these efforts have been provided at no cost to the school district.

PhillySwirl Rising Star Award Program **RECOGNIZING STUDENT ACHIEVEMENT**

The PhillySwirl Story is an example of how success in life depends upon hard work and perseverance. Because of their desire to give something back to the community and share their hard-won lessons with students, Alex and Max have developed a unique award program that is available to parents across the United States.

Alex and Max give parents the opportunity to nominate Rising Stars – students in grades pre-K through 12 who have demonstrated their willingness to work hard, never give up, and believe in themselves. Students are recognized and rewarded for academic achievement and/or improvement, excellent attendance, improved effort and attitude, or overcoming adversity. Rising Star Award winners receive a certificate signed by Alex and Max and a coupon for a free box of any PhillySwirl product.

HOW TO NOMINATE

To nominate a student for this award, parents should fill out the nomination form available on the PhillySwirl web site (www.phillyswirl.com), or send the student’s name, date of birth, address, and a specific explanation (minimum of 5-6 sentences) of why the student is being nominated to: PhillySwirl Rising Star Program, 1102 N. 28th Street, Tampa, FL 33605 (fax: 813-241-2591). Parents should be sure to include a daytime phone number, so they can be notified if their child will be receiving an award.



PhillySwirl Rising Star PTA Fundraiser Program

SUPPORTING THE CONNECTION BETWEEN HOME AND SCHOOL

Alex and Max have developed a new fundraising opportunity especially for PTA/PTSAs. Through this “box top” (ingredient/bar code panel) program, they are donating proceeds from each box to directly benefit these organizations. PTA/PTSAs will earn 25 cents for each PhillySwirl proof of purchase/box top collected! To learn more about the Rising Star PTA Fundraiser Program, please visit the PhillySwirl website, www.phillyswirl.com, or contact Alex Plotkin or Max Lapin directly toll free at (877) 379-4757

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