

Teaching for teachers

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Business name: 4 Corners Workshops

Type of business: professional development for educators

Owners: Jennifer Kruk-Carcich and Marcy Pollinger-Di Eduardo

Address: 27 West Lake Blvd., Morris Township (mailing address is in Morristown)

Phone: (973) 451-1689

Web site: www.4cornersworkshops.com

Hours of operation: "in house" workshops scheduled by the customer/school district (A summer "It's Just Good Teaching!" full-day make-and-take workshop is open to the public on July 16. Visit the Web site to register or for more information. Also, two free "It's Just Good Teaching!" mini workshops that provide teachers with a half-hour of professional development are planned for the third week in August (date TBA) at Staples in Morristown and Oct. 7, from 4:30 to 6:30 p.m. at Greenberry's Coffee Shop in Morristown.

Founded: 1998

Why did you start the business? Our business was started totally by accident. Early in our teaching careers our math supervisor asked us to go down to N.J. Teachers' Convention in Atlantic City to demonstrate our district's math program at a booth. We made some impression as we really hammed it up, playing math games with anyone who even came near the booth as they asked us to come back the following year to present a full workshop. We did and packed well over 200 people into one room! It was like a rock show ... the seats were filled, people were lined up along the walls, out into the hallway and sitting in any open floor space! Needless to say, we knew we should "take the show on the road" at that point.

If you could do it again, what would you do differently? Being teachers, we tend to be pack rats so we should be better organized ... we have so many materials that we cannot find a good system to store them all properly.

What's the best business advice your parents gave? Do what you love and your job will never be work.

What personality trait helps you the most? We have no shame! As any good teacher knows, you have to be able to keep the crowd entertained while educating. If that means singing, dressing up in silly clothes, telling a few jokes, then so be it! We will do it all while getting the information into the learners.

What's the hardest part of the job? So far, the hardest part of the job has been publishing the first in our series of books, "It's Just Good Teaching!" All of the changes and specifications by our publisher were truly an eye-opening experience. We have newfound respect for all authors.

The easiest? Presenting the workshops themselves. We enjoy our careers as educators so much and know that the ideas that we present will be successful. We cannot help but be energized while presenting.

What's your least expensive product or service? Our least-expensive product is our book, "It's Just Good Teaching!" It can be purchased online through our Web site or at amazon.com

The most expensive? Any custom-created workshop would be the most expensive. It requires a lot of time and many meetings with the school to make sure we have every point in their curriculum covered and create games/activities/songs to meet their goals. Though the most expensive, they are also the best received by teachers as we give them time and materials to make everything they need to implement their new learnings in their classrooms the

very next day.

Describe your worst customer or experience. The worst customer is the attendee who is forced to attend our workshops when he or she is not interested in being a lifelong learner. We hate to admit it, but at two workshops that districts hired us for, we have had teachers actually fall asleep! They refused to participate and really missed out on great activities and the opportunity to expand their strategies.

When you leave the business, what will you do? We would love to open our own inclusive school for grades pre-K-1. The school would have the fun vibe and energy that we provide in our workshops as well as have teachers enjoy being lifelong learners themselves. We would also like to continue creating and writing our series of teacher resource books and materials.

In one sentence, tell us why teachers should contact you. We really love teaching and take pride in meeting every child's need. We want to share our energy and expertise with you! As one attendee stated, "Their enthusiasm for teaching is contagious!"

Got a business in Morristown, Morris Plains or Morris Township that you would like us to profile? Tell us about it at contact@morristownthisweek.com. Put "my business" in the subject line.

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Abstract (Document Summary)

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