

Case Study #153 | “City Edition” evolution in Palatka, FL

“**Coming to a student near you. A notebook. A game. A cause**”. Literally, what started as a simple gift idea for the 75th anniversary of Florida’s Oldest Boys Ranch -Rodeheaver Boys Ranch- quickly evolved nationally.

In February 2025, a diverse group of Palatka FL business people came together forming a collaboration including public, private and non-profit sectors sharing the persuasive vision of...

“Making learning fun, again.”

From Theresa Odom of Bread of Life (Palatka’s soup kitchen) to Dr. Richard & Donna Feibelman of Velchoff’s Corner (Palatka’s upscale restaurant) and Marie Watts of EZ Revenue Management (Official bookkeeping firm) to Kevin Bass of HiWay Mart (fuel station) plus Robin Robinson of 91.3 HOPE-FM (Christian radio), everyone collectively agrees *“Education is at a crossroad”* ...hence

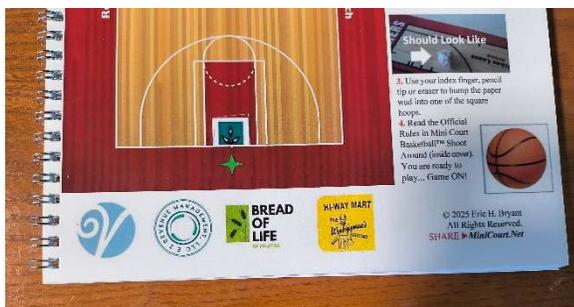
Cut-Da-Cord (a definition)

*“Reading, Riting, Rithmatic. That’s foundation.
Scroll, Swipe & Click in moderation.”*



THE BIG IDEA Behind “Cut-Da-Cord”

Not to be mistaken with or related to the cable-ditching ‘cut-the-cord’ movement, “Cut-Da-Cord is the educational innovation of creating ‘living notebooks’- **encouraging students to make handwritten notes the old-fashioned way** ‘offline’ paired with an unplugged 3D mini-playground for gaming as post-studying entertainment.”



With “City Edition”, our goal is to provide “living notebooks” for the thousands of annual back-to-school backpack giveaways for underserved students in local communities across the country.

Local communities. Local companies. Locally Helping THEIR children’s education.

In March 2025, 20+ boys at Rodeheaver Boys Ranch, the first group in the nation, received customized “Cut-Da-Cord” inspired MINICourt Basketball Notebooks.

– it’s a win/win... a notebook for class notes and it contains the *exclusive* old-school basketball game for after school/after study time.

*“How can we REALLY affect math deficiencies, low test scores, declining writing skills and ghastly reading levels?
...One student at-a-time ...One community at-a-time”*



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