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TAGTEACH (TEACHING WITH ACOUSTICAL GUIDANCE)

Welcome to TAGteach™. If you coach or teach, the TAGteach system will help you have the kind of impact on your students that you've always wanted.

TAGteach helps coaches and teachers. Students learn new skills remarkably quickly. Motivation rises to levels that we believe are quite unlike anything out there today. Mutual respect and trust resonates. For both coaches and students, stress decreases while fun increases. When professional coaches and teachers see TAGteach in action, their reaction is "wow."

On the left side of your introductory pack, you'll find press coverage of TAGteach, along with informative articles written by TAGteach faculty. On the right side, you'll find a CD with video clips that vividly demonstrate TAGteach, and important information on upcoming TAGteach educational seminars.

I hope you enjoy this introduction to TAGteach. For more information, please contact us at 877-TAG-0002 or info@tagteach.com.

Happy teaching,

Karen Pryor
CEO
TAGteach International

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TAGTEACH PRESS AND PUBLICATIONS

What if you had a way to coach that was dramatically more effective than anything available to you today?

A CD containing short video clips is included in your package. These clips help to illustrate two distinct benefits of TAGteach. **High jump** illustrates the power of TAGteach to shape a highly complex skill quickly. **Cheerleader** illustrates the power of TAGteach to transform practice from drudgery to delight for both coaches and students.

In a nutshell, that is why the TAGteach system is an exciting new tool set for coaching. TAGteach provides coaches/teachers with a methodology to dramatically and consistently increase the rate at which students learn while taking their motivation to levels that we believe are quite unlike anything out there today.

High jump

TAGteach enables quick skill acquisition. In this clip a nine-year old learns the Fosbury Flop for the first time. The Fosbury Flop is the name of the technique used in competitive high jump—it is a highly complex skill that involves control of speed and power as well as rotation in the air around a vertical and a horizontal axis almost simultaneously. In the clip, you can hear the coach TAGing for specific critical movements—*TAG points*. By marking these TAG points with the sound of the clicker, the coach is able to shape a basic Fosbury Flop in fifteen minutes. The child featured on the clip has never before attempted the Fosbury Flop or any high jump activity.

Cheerleader

TAGteach not only improves skill development, it makes the learning process rewarding for students and the teaching process fun for coaches, as this clip, which shows the introduction of TAGteach to a fifth grade cheerleading squad, demonstrates. The clip contrasts the pre-TAG situation, fraught with frustration and negativity, with the post-TAG improvement in attitude and focus. In this highlight, notice the squad TAGing each other. In this technique, called *Peer TAGing*, the athletes become coaches as they TAG one another and the coaches become more nurturing and less frustrated as they abandon their previous correction-based coaching style.

For more information contact TTI at info@tagteach.com, or call 877-TAG-0002 or 781-893-1756.

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TAGTEACH PRESS AND PUBLICATIONS

Ever wish you could learn a back flip? New teaching method promises to revolutionize development of motor skills in kids and adults

FOR IMMEDIATE RELEASE:

Waltham MA (PRWEB), June 1, 2004—Upcoming seminars in the Boston area will teach new TAGteach™ method to educators, instructors, and coaches from across the country. The TAGteach method dramatically increases the rate at which children and adults learn motor skills.

The TAG™ (Teaching with Acoustical Guidance) system amplifies, through acoustical signals, the critical information students and athletes need to learn and acquire new skills. The TAG, a key communication tool used in the system, refers to the distinctive sound made to mark or “TAG” a moment in time. This sound becomes an acoustical binary message that is quickly processed by the brain and speeds muscle learning. The TAG means “yes.” Absence of a TAG means “try again.”

TAGteaching has been used successfully to teach competitive gymnasts, competitive dancers, and Special Olympians. New TAGteachers are applying the TAG protocols every day in areas ranging from volleyball to physical rehabilitation and speech therapy.

TAGteach principals, including renowned behavioral scientist and bestselling author Karen Pryor, will keynote the seminars being held on July 16-18 and October 9-10, 2004.

“TAGteach is not just an accelerated way to teach and learn,” said Pryor. “It also has a huge positive impact on the lives of both the teacher/coach and the student/athlete. Imagine a gym without the sound of the coach yelling. Imagine making more progress overcoming physical disabilities in three months than in the previous three years. Imagine taking five strokes off your golf game after just one or two TAG sessions. That’s the level of performance increase we are talking about.”

The TAGteach Coaches and Educators Level 1 seminar, October 9-10, 2004 will introduce educators and coaches to TAGteach and focus on the application of the TAGteach methodology in individual and team sports, as well as special education, general education, and physical education. Educators will be ready to apply TAGteach in their classrooms and with their teams at the end of the weekend.

The TAGteach Dance Level 1 seminar, July 16-18, 2004 will introduce dance and movement teachers to TAGteach and focus on the application of TAGteach to dance and movement instruction. Participants will be able to take a TAGteach Dance™ certification exam at the end of the weekend.



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For additional information, please contact Aaron Clayton, President, TAGteach International, or visit www.tagteach.com; program descriptions and online registration available.

TAGteach International, LLC helps teachers and coaches become more effective through the all-positive TAGteach system. TAGteach™ is a trademark of TAGteach International, LLC.

CONTACT INFORMATION:

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TAGTEACH PRESS AND PUBLICATIONS

TAGteach...Fun AND a State Championship!

FOR IMMEDIATE RELEASE:

Boston, MA, June 11, 2004—A gymnastics team from Charlotte, North Carolina has embraced positive coaching—and brought home the gold.

The International Gymnastics and Sports Center won the 2004 level 5 individual and team USAG State Championship. The athletes credit teamwork, a decidedly fun atmosphere, and a positive training methodology called [TAGteach™](#) for their success. Individually, the girls rounded up 34 first-place awards during their journey to this year's state title.

"It was quite a successful season, and TAG had a lot to do with it," remarked Level 5 team coach, Natalie Petro.

TAGteach involves coaching to the athlete's strong points and using a quick acoustic sound to place a "TAG" on a specific position or movement. This helps the athlete to lock the point into memory and learn the skill much faster and with better retention. State all-around Champion, Lacey Moore, said, "TAGteach helps me understand a skill. It's like a light bulb goes off in my head."

Attention coaches and teachers: TAGteach is offering an Educators and Coaches Seminar, October 9-10, 2004, at Bentley College in Waltham, MA, just outside of Boston.

TAGteach is a revolutionary methodology that enables educators and coaches to teach more effectively and helps students learn more efficiently. Through acoustical signals, the TAG system amplifies the critical information students and athletes need to learn/acquire new skills. The focused, positive nature of this method yields immediate and stunning results that are clearly evident to teachers, students, and parents.

For more information on TAGteach, visit www.tagteach.com or contact TAGteach at 877-TAG-0002 or info@tagteach.com.

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TAGTEACH PRESS AND PUBLICATIONS

TAGteaching is Highlight of ABA Conference

FOR IMMEDIATE RELEASE:

Boston, MA (PRWEB) June 7, 2004—TAGteach International created quite a buzz at the annual Association for Behavioral Analysis conference held in Boston this past weekend. Lifetime achievement award recipient, Murray Sidman, Ph.D., and former ABA president, Henry Pennypacker, Ph.D., commented that TAGteach™ was the “highlight of the conference,” and “a turning point in education.” Word spread quickly through the 3,000 attendees that grown men were literally weeping as they watched videos of children successfully and joyfully achieving once unattainable skills through this revolutionary all-positive method.

TAGteach co-creator and ABA presenter Theresa McKeon expressed the revolutionary value this method brings to coaching and teaching, “Imagine a gym where no one nags, nitpicks, demeans, or yells at a child to do better. Our TAGtots do better because TAGteachers present the information in a clear and digestible manner. It is the coaches’ (and teachers’) responsibility to present the information so that the child CAN succeed. We teach the coaches how to do this and that breaking the information down is not only vital, it’s fun!”

Essential to the TAGteach methodology is the TAG itself, an acoustical signal made by a small handheld clicker device. Joan Orr, biochemist and TAGteach co-creator, explains, “The binary message of the TAG is key to the success our kids have experienced. When they hear the acoustical marker at the exact moment a skill is achieved, students create a neural “snapshot” that they can immediately recall the next time that skill is required.”

Karen Pryor, behavioral scientist and CEO of TAGteach International, comments, “This is long overdue. The information that this method works has existed for decades. We are just thrilled that the behavioral science community is responding so enthusiastically.”

For more information, contact TAGteach at info@tagteach.com or 877-TAG-0002.

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TAGTEACH PRESS AND PUBLICATIONS

TAGteach International LLC Launches Newer, Faster Teaching Methods for Coaches and Teachers

FOR IMMEDIATE RELEASE:

Waltham MA (PRWEB) June 1, 2004—Karen Pryor, a leading behavioral scientist, author, and pioneer in the field of positive reinforcement learning, announced today that she has joined with the founders of the TAGteach™ method to develop and promote the company's revolutionary teaching system.

The TAG (Teaching with Acoustical Guidance) system amplifies, through acoustical signals, the critical information students and athletes need to learn and acquire new skills. The TAG, a key communication tool used in the system, refers to the distinctive sound made to mark or "TAG" a moment in time. This sound becomes an acoustical binary message that is quickly processed by the brain and speeds muscle learning. A TAG means "yes." Absence of a TAG means "try again."

TAGteaching has been used successfully to teach competitive gymnasts, competitive dancers, and Special Olympians. New TAGteachers are applying the TAG protocols every day in areas ranging from physical rehabilitation to team sports.

"TAGteach is not just an accelerated way to teach and learn," said Pryor. "It also has a huge positive impact on the lives of both the teacher/coach and the student/athlete. Imagine a gym without the sound of the coach yelling. Imagine making more progress overcoming physical disabilities in three months than in the previous three years. Imagine taking five strokes off your golf game after just one or two TAG sessions. That's the level of performance increase we are talking about."

"We are thrilled to all be part of one company," said Theresa McKeon, one of the co-founders of the TAGteach method and coach of competition level athletes. "We are building on what Karen started and her support of our work all along has meant so much. TAGteach is already having a big impact in the gyms I work with."

"TAGteach delivers what teachers and coaches dream about," added Joan Orr, a co-founder of TAGteach, coach, and research scientist. "A protocol for accelerated learning without correction; a method for generating sustained enthusiasm and avoiding burnout; a principled approach applicable to students/athletes at every skill and educational level."

The company is launching its first educational seminars in the Boston area in the summer and fall of 2004.



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The TAGteach Dance Level 1 Seminar, July 16-18, 2004 will introduce dance and movement teachers to TAGteach and focus on the application of TAGteach to dance and movement teaching.

The TAGteach system of fast-track learning has been developed with behavioral experts, coaches, and teachers. With TAGteach, the brain does not have to process corrections, emotions, or explanations while the body is trying to perform complicated or precise movements. Regardless of age or application, the TAG-taught student learns to react accurately with lightning speed while building muscle memory and confidence.

TAGteach International is a company dedicated to the promotion and development of the TAGteach method of positive reinforcement delivery in teaching and coaching. TAGteach™ and its related marks are trademarks of TAGteach International, LLC. For additional information, please contact Aaron Clayton, aaron@tagteach.com.

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