



knowledge
shop

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**ARE YOU
EDUCATIONALLY
FIT?**



WHY hiring a tutor can be one of the best things a parent can do to help a child succeed in school.

**THE IMPORTANCE
OF TUTORING**

**THE CRENSHAW SCHOOL:
A PRIVATE SCHOOL'S
PERSPECTIVE**

BIZ SURVIVAL TIPS

Survival Tips for Managing Your Business in a Dismal Economy

We Offer Personal/ Professional Development Workshops:

- Turning a Hobby into a Successful Business
- QuickBooks Training
- Co-parenting Courses and Seminars
- "Stay at Home Moms" Business Forums
- Budgeting for Home & Business
- Marketing and Branding
- Corporate Etiquette
- How to get the Promotion you Deserve
- How to Maintain Peace from Broken Pieces
- Health & Wellness
- And many many more

WHO IS EDUMATICS®?

A Global Leader in Educational Excellence.

Locations | Ocoee, Windermere, Lake Mary

| Website: www.EdumaticsProgram.com |

Ph: 407.656.0661

A PRIVATE SCHOOL'S PERSPECTIVE

THE CRENSHAW SCHOOL is a private school in the Orlando area founded in 1999 by Brenda Crenshaw.

INTERVIEWER: EDMATICS® STAFF

EduMatics®: Why did you decide to open up your own private school?

Brenda Crenshaw: I started tutoring for a special population of students in 1997. Then, two years later it turned into a neighborhood school.

EduMatics®: When you say you began tutoring for a special population, who was the population?

Brenda Crenshaw: High-level athletes competing on national levels and children who were appearing in feature productions. Because these students were so busy, they could not meet the attendance and homework requirements of their local school. I am proud to say I see many of my former students I tutored on television today!

EduMatics®: You truly entered into a niche market in education. How did you integrate this into an actual private school curriculum?

Brenda Crenshaw: I knew I had to create a program to meet all the needs of these children without hindering their dreams and not compromising their academics. I

designed a curriculum that suited all students. Amazingly, the program design was a superb learning program for all students.

EduMatics®: You have several international students. What affect does that have on your other students?

Brenda Crenshaw: It has a positive effect. Our students are able to interact with each other and they all learn together!

EduMatics®: What makes The Crenshaw School stand apart from other schools?

Brenda Crenshaw: Students experience more one-on-one teaching. Our classroom sizes are small. This allows students to receive more individualized attention. We have great teachers. And, parental feedback is very important. We provide a family atmosphere. The Crenshaw School now has graduates that attend top universities around the nation.

EduMatics®: What do you want others to know about The Crenshaw School?

Brenda Crenshaw: Parents and students are reassured of their choice to attend The Crenshaw School when they see their results on the Stanford Achievement test, and get quite a feeling of pride when they talk to others and find out how far ahead their children are in course material. We have an awesome school.

**FOR MORE INFORMATION,
REGARDING THE CRENSHAW SCHOOL**

PLEASE CONTACT THEIR OFFICE AT: (407) 877-7412 OR VISIT THE WEBSITE AT: WWW.CRENSHAW SCHOOL.COM



BUSINESS SURVIVAL TIPS

SURVIVAL TIPS FOR MANAGING YOUR BUSINESS IN A DISMAL ECONOMY

Running or managing a small business often leaves minimal time to keep track of national, and even regional, economic indicators that might affect your industry and your specific operation. Yet, conditions such as interest rates, inflation, gross national product, stock prices and consumer confidence have direct impact on your business profitability and on relationships with your vendors, customers and even your employees.

During these dismal times in our economic decline, whether widespread or cyclical for a particular type of business, entrepreneurs are most likely to bear the brunt. Thus, the fact that conditions are shifting opens up opportunities for resourceful firms to outsmart larger competitors who, during the downturn, carry on business as usual are unable to adapt quickly. Larger firms adapt to these changes by laying off employees. The bright side is that innovative small firms can:

- Gain market share by taking it away from competitors unable to adjust to shifting market conditions
- Maintain a strong cash stream throughout the downturn, in contrast to other companies that may have liquidity problems
- Become a leaner, more cost-effective and more efficient operation, better positioned to do well when the market improves

The challenge for entrepreneurs is to be aggressive and imaginative. Entrepreneurs who survive and even prosper during economic downturns must be able to look beyond the present to overcome the constraints of tradition, to see the firm from a new perspective, and to business more effectively and efficiently. Here are some recommendations for small business owners to follow during economic upheavals:

1. Watch your inventories carefully, but don't hold them down so tight that you'll lose sales.
2. Taking that point further, monitor your cash flow very diligently, and forecast it monthly to ensure that expenses and planned expenditures are in line with accounts receivable.

3. Separate the "nice to do" from the "have to do" and eliminate nonessential expenses as much as possible.
4. Reduce or stretch out debt, and build up your capital reserves.
5. Get aggressive with collections.
6. In a related vein, look hard at spending capital.
7. Strengthen your banking relationships, which include letting lenders know your company's financial position.
8. Look for opportunities to reduce rented space.
9. Now is the time to be prudently aggressive in the marketplace.
10. Similarly, don't skimp on service and quality by being understaffed.
11. In strategizing how to build your customer base and induce current customers to raise revenues, the importance of good service cannot be overstressed.
12. Historically, many businesses reduce advertising and promotional expenditures rather than slash fixed costs during hard times.
13. Another mistake during recessionary times is to reduce training budgets.
14. Get employees involved in policy choices as well as tactics and implementation—asking for example, if costs can be cut 15 percent without layoffs.

Business owners, you now have an ally to improve business practices...EduMatics®! Sign up for a workshop today at EduMatics®. We are in this together!

See our website or newsletter for Workshop/Seminar listings at: www.edumaticsprogram.com or call 407.656.0661.



Global Educational Excellence

SECRET TO THE SUCCESS OF EDUMATICS®

EDUMATICS®

EDUMATICS® ... THE PREMIER SOLUTION FOR LEARNING.

Who is EduMatics®? EduMatics® is a global leader in educational excellence. EduMatics® encompasses a consortium of professional teachers and consultants dedicated to providing comprehensive services to schools, school districts, communities, and all learners. With the inclusion of state-of-the-art technology, our program is designed to meet the needs of each student by offering extensive educational support and reinforcement. EduMatics® is committed to providing solutions that develop self-confidence and skills to help each student reach their full academic potential.

What is the EduMatics® Method? At EduMatics® we focus on building the educational concept. In turn, this strengthens the educational foundation, allowing students to successfully complete homework, and other tasks independently.

What does EduMatics® provide? EduMatics® academically coaches students from PreK – 12th grade (all subjects), College Test Prep, Special Needs Students and Adults, College Students, Adults – Ongoing Education and Career Coaching, Personal and Professional Development, and programs for the Elderly. Indeed, every individual can benefit from our programs at EduMatics®.

How does our PreK – 12th Grade tutoring program work? Unlike most tutoring centers, EduMatics® truly MAKE LEARNING A LIFESTYLE! We firmly believe the EduMatics® Program stands at towering regard. EduMatics® have certified or Bachelor Degreed teachers as tutors only! It is imperative that EduMatics® deliver the best teachers in order to provide the best service to our students. Each student has an individualized curriculum plan. Students are able to work one-on-one with teachers and receive that personalized attention needed for them to excel. We also incorporate technology to provide effective blended learning for our students. EduMatics® provide ongoing workshops and

seminars that all of our students can attend complimentary. For example, we have Common Core, Cultural and Languages, Reading, Writing, Math, ACT/SAT/PSAT, Speech, Young Entrepreneurs, Computer, Social Governance, Keyboard Lessons, and many more workshops that we provide to our students and the public. We also provide virtual, interactive tutoring as well.

Why does EduMatics® provide all these additional workshops for our students at no additional charge? It's simple! EduMatics® is more than a tutoring center. EduMatics® is preparing our students to become leaders on the global stage. Of course, mastering academics is EduMatics® focus. Additionally, these extra workshops allow EduMatics® students to have the competitive advantage on the world's global stage. Whether our students strive to be successful in college, a great entrepreneur, an outstanding career leader, or a valued member of society, EduMatics® will prepare our students to achieve these goals. EduMatics® is more than a tutoring company. EduMatics® make learning a lifestyle!

How does EduMatics® improve students SAT/ACT/PSAT test scores?

EduMatics® have a proven track record to increase college entrance exam scores. EduMatics® have the best teachers and provide our students with the skill set needed to increase their test scores. The EduMatics® program works! Additionally, EduMatics® host events (at no charge to our members) that college recruiters and scholarship providers attend.

What is our Career Coaching Program?

EduMatics® recognize college is not the best path for every student. After intensive analyzation and testing, EduMatics® place the individual on the right path for a successful career choice.

What are some of the EduMatics® Ongoing Workshops and Seminars?

Being that EduMatics® is the premier educational knowledge shop, we offer workshops and seminars to all. For example, we offer workshops like: "Turning a Hobby into a Business," Quickbooks Training, CoParenting, "Stay at Home Mom's Business Forums", Life Coaching, Budgeting for Home & Business, Marketing and Branding, Corporate Etiquette, How to get the Promotion you Deserve, How to Maintain Peace from Broken Pieces,

Health & Wellness and so many more. Subscribe to our newsletter to find workshop/seminar listings.

How do we assist our students with Special Needs? EduMatics® understand every person learns differently. Therefore, EduMatics® ensure every student is nurtured to reach his or her full potential. Whether the student has an IEP or 504 Plan, EduMatics® will develop a comprehensive blueprint for each student to achieve success.

How do we assist college students? EduMatics® provide tutoring in all subject areas for college students. Indeed, some colleges offer free tutoring. However, time restrictions and student volumes can become a barrier. At EduMatics® we provide the one-on-one academic assistance college students need in order to succeed.

How does EduMatics® Personal & Professional Development Program work? EduMatics® provide materials, knowledge, skills and information for individuals to gain the success needed in this competitive economy via our top quality workshops, seminars and courses online and offline.

What does the EduMatics® Elderly Program consist of? EduMatics® is committed to elder academic education. EduMatics® offer a wide variety of programs and initiatives that support post-secondary engagement and success. To that end, EduMatics® provide insights and information on the vast span of the community needs and desires.

Why Choose EduMatics®? The decision to choose EduMatics® is simple. EduMatics® provide our students with the best teachers, education, technical, business etiquette, social and cultural skills any academic coaching facility has to offer. EduMatics® is more than a tutoring company. EduMatics® ensure all of our students are successful. We Educate, Empower and Excel all of our students. EduMatics® is a true knowledge shop. Sign up today!

LOCATIONS

- OCOEE - WINDERMERE - LAKE MARY

Website: www.edumaticsprogram.com

WE EDUCATE. EMPOWER. EXCEL.

GOODBYE FCAT

...Hello Florida Standards

Florida Standards, similar to what's known nationally as Common Core, are being implemented in full in public K-12 schools for the first time, and they are far more rigorous than those to which educators or students are accustomed.

"It's going to shock parents," said Santa Rosa County Schools Superintendent Tim Wyrosdick. "We started (implementing some of the new standards) last year, and I got some calls from moms and dads saying they couldn't do the work and wondering how we can expect their child to do the work if they couldn't."

What are the standards?

One of the biggest differences between the new Florida Standards and the Next Generation Standards followed last year is that the new standards are specific to a grade level. But they also are more demanding.

"As an overview, what parents will see from kindergarten through 12th grade is a more rigorous standard, but a standard that requires integration of knowledge," Wyrosdick said. "A standard that requires a student to synthesize and amalgamate

knowledge, not just know it." For example, in third-grade math, students will be taught to look for more than one formula to solve a problem. They also may be asked to give a written response to a math problem or to explain how they arrived at a solution. They also may be asked to identify inferences within texts and to make arguments based on those inferences. "We have some great mathematicians, and we have some great writers, but now we have to marry them together," Wyrosdick said. "That's the synthesis. That's the integrated aspect of these standards."

Why the new standards?

Employers are coming to demand more from their employees, which is the primary reason the Florida Department of Education rolled out the new standards, Wyrosdick said.

Employers are no longer looking for workers who have a basic skill set or knowledge base. They want an employee who knows how to employ critical thinking skills to solve problems and who are well-rounded.

For instance, engineers not only need to understand the science and math behind

what they do. They also need to write about it. They also need to take into account the environment they're working in and how their work will impact it.

"When you back up and take a look at what we really are preparing students to do, we need them to be able to go to work," Wyrosdick said. "We need them to be employable. We need them to have critical thinking skills that are useful in the workplace. We need them to have a knowledge base that is competitive with a worldwide global economy."

What can parents do?

While the new standards are more comprehensive and challenging, educators urge parents not to be alarmed and to get involved in their student's education.

Where can parents get the BEST TUTORING TO PREPARE THEIR STUDENTS FOR THE NEW FLORIDA STANDARDS? AT EDMATICS®!

Our tutors will assist each student in every area of the Florida Standards exam. Don't delay...**sign up today!**
www.edumaticsprogram.com
or call 407.656.0661.

EDUMATICS® TO THE RESCUE!



600,000 JOBS GO UNFILLED

DUE TO APPLICANTS LACK OF SOFT SKILLS

Tired of sending out tons of resumes and getting no responses? Is your resume working for you or against you?

67% of Human Resource (HR) Managers polled agreed they would hire an applicant with strong soft skills whose technical abilities were lacking; only *9%* would hire someone who had strong technical expertise but weak interpersonal skills. In addition, the overwhelming majority (*93%*) of HR managers felt technical skills are easier to teach than soft skills.

PERSONAL/PROFESSIONAL DEVELOPMENT

Goals should be:

SMART

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**elevant
- **T**ime specific

Professional Development

- Time management techniques
- Stress management techniques
- Developing leadership skills
- Networking skills
- Improving ones productivity
- Developing teamwork skills
- Establishing a successful business
- Successful resume writing
- Profitable & lean operations
- Knowledge Management (KM)

Personal Development

- Improving social skills
- Student guidance
- Discovering the purpose of life
- Proper goal setting for SUCCESS
- Self-motivation techniques
- Realizing dreams
- Establishing self-confidence
- Eliminating limiting-beliefs
- Reinforcing one's mind power
- How to say "NO" with "NO" regrets

**JOIN EDUMATICS® TODAY! www.edumaticsprogram.com
Call: 407.656.0661**

UPCOMING EVENTS AT EDMATICS®

EVENT

Professional Development:
How to Obtain Career
Promotion

EVENT

EduMatics® SAT/ACT
Refresher Workshop-Skill
Set/Reinforcement Builder

EVENT

EduMatics® Effective
Business Strategies for
Small Businesses

EVENT

Common Core Workshops
Elementary - High School
**Workshop Times are Grade
Level Sensitive**

And Many More.....See our monthly newsletter for additional workshops/seminars. Subscribe to our newsletter at www.edumaticsprogram.com or call 407.656.0661.

THE IMPORTANCE OF TUTORING ARE YOU EDUCATIONALLY FIT?

Hiring a tutor can be one of the best things a parent can do to help a child succeed in school.

Tutoring is often an important part of a student's education. A tutor is someone who generally works one-on-one with a student to provide remedial, enrichment, or other support. Tutors can help students who are working to get into college, assist the beginning reader, help a struggling student understand difficult math concepts, or provide more in-depth instruction for a pupil looking for greater knowledge in a particular subject.

The most familiar role of a tutor is one in which the tutor provides remedial assistance. Because a good education is so important, especially in today's society, many parents hire tutors to help their children catch up or keep up in school subjects where they are having difficulties and have fallen behind their peers. Tutors can help a student in one or many subjects depending upon the child's needs and the tutor's expertise.

A tutor can also benefit a child who is considered gifted. By providing enrichment activities, the tutor can instruct a student who excels in school to look at subjects on a deeper level. Often this is based on the child's interests and talents. For example, a child who does very well in reading at school may work with a tutor to pursue reading practices beyond what is being taught at the child's current grade level. The student may work with a tutor to read more complicated books and stories and do a more in-depth analysis of what has been read.

Special needs students are also helped by tutors. A tutor can teach someone with special needs learning strategies to help him or her perform better in school and overcome obstacles to learning. Since special needs students often struggle in school, a tutor is a good way to help them keep up with their classmates.

Tutors can play a vital role in a learner's education. The tutor can provide assistance for one subject or all areas depending on what a pupil needs. Tutors can help anyone from kids just starting school to those who need help with college level courses. Hiring a tutor can be one of the best things a parent can do to help a child succeed in school.

What is Your EduMatics® Wellness Score?

FOR ADULTS

ANSWER QUESTIONS BELOW

1. How many hours of the day do you read?
2. Do you know the names of at least 5 other countries? Names?
3. Do you know what the Dow closed on yesterday?
4. How many of the top ten companies in the Fortune 500 can you name?
5. Do you thoroughly understand your retirement plan?
6. Which is heavier, a ton of gold or silver?
7. How many months have 30 days?
8. How many times can you subtract 10 from 100?
9. A farmer had 15 sheep, and all but 8 died. How many are left?
10. Find the answer that best completes the analogy: people: democracy: wealthy
A. oligarchy B. oligopoly C. plutocracy
D. timocracy E. autocracy

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SIGN UP TODAY...CALL 407.656.0661