

CHARACTERCOUNTS!SM

Character Development Seminars

The Nation's Premier Certified Training



2010 Schedule

Character education is the door.
The right training is the key.

Open the door to a whole new way of looking at character education. It can radically change the climate of your school or youth program—but only if you have the right training. CHARACTER COUNTS! is the nation's leading character-education framework that can give you the training to become a certified Character Education Specialist. With the right training, you can lead your school or youth program to:

Dramatically reduce behavior problems

Increase focus on academics

Integrate universal values into your existing programs and standards-based curricula

Build staff buy-in

University credit now available!

CHARACTER COUNTS!



CHARACTER COUNTS! is the nation's most widely implemented approach to character education. We reach 7 million young people each year through thousands of schools, nonprofits, and community agencies. Nonprofit, nonpartisan, and nonsectarian, it unites diverse communities around a common language of values called the Six Pillars of CharacterSM:

Trustworthiness
Respect
Responsibility

Fairness
Caring
Citizenship

Does it work



92% of students stayed crime-free after leaving one of California's youth detention facilities. The national rate is 28%.

Our middle-school coalition members have reduced violent incidents by as much as 71%.

A Dallas elementary school saw discipline referrals drop from more than 1,500 to fewer than 100 in one year.

Here's how one community embraced CHARACTER COUNTS!:

Midshore, Maryland, has an initiative that is grassroots community-driven, citizen-initiated, citizen-financed, and citizen-managed. "The biggest benefit of having CC! is observed both in objective statistics and in subjective observations of improved behavior of our young people. Discipline referrals are down 85% in our biggest school. This is truly a community-embraced effort, including businesses, schools, churches, legislative bodies, fraternal orders, etc. Everybody's involved!"

—Dick Allen, CC! Midshore, Easton, MD

Why do I need a certification seminar



Certification means you can train others in your organization to be effective character educators.

You will improve your ability to teach, enforce, advocate, and model good character with students, parents, and colleagues.

Networking with character educators broadens your learning experience.

Training makes you effective in organizations with ethnic, cultural, religious, socioeconomic, and geographic diversity.

You'll learn how to strategize and lead the initiative in your organization.

Changes Lives

Who should attend



We use a train-the-trainer model that prepares key staff in your school or organization to implement the CHARACTER COUNTS! framework. One individual can make a difference, but the organizations that are **most successful** send at least 5% to 10% of staff in a two-year period. Look for staff who are:

Leaders and motivators

Strong communicators and trainers

Effective at customizing a framework to your needs

Representative of varied departments



What materials do I receive



You'll receive everything you need to implement your CHARACTER COUNTS! program:

- *Implementation Toolkit*, a step-by-step guide
- Training binder with reproducible handouts
- CD of PowerPoint slides
- A tote bag to carry it all home

Are there more benefits



University graduate credit is available—ask us or check our website for details

Free lesson plans plus an extensive product line of support materials

Free e-newsletters filled with information and ideas

Ongoing support from our consulting staff

Call (800) 711-2670
www.CharacterCounts.org



Host a seminar locally and save.

Save on travel expenses and receive a per-person discount when hosting a customized training. We can also customize a one-day professional development seminar to your individual needs.

Here are just a few of our in-service day topics:

- Bullying
- Leadership
- Cheating
- Parenting
- Sportsmanship
- Character in your curriculum

Call us and see how we can change lives, including yours.

More training opportunities for a community-wide initiative!

- Customized advanced training and consultation
- Pursuing Victory With Honor sportsmanship seminars
- Ethics in the Workplace seminars
- One-day training for school & district administrators

Please visit our website to register or for detailed information on all our programs and services.
www.CharacterCounts.org
Call (800) 711-2670



9841 Airport Blvd., Suite 300 • Los Angeles, CA 90045
(310) 846-4800 • (800) 711-2670 • fax (310) 846-4858
www.CharacterCounts.org

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Register today!

Visit our website for up-to-date prices and discounts. You can even register online. Call **800-711-2670** with any questions. We'd love to hear from you!

2010 Character Development Seminar Schedule

Feb 2-4	Los Angeles
Feb 24-26	Phoenix
Mar 10-12	Chicago
Apr 14-16	Los Angeles
Apr 19-21	Fort Wayne

For an updated schedule of dates, please see the inserted registration form or visit our website.
www.CharacterCounts.org