

For more information, contact:
Sherry Alpert
Sherry Alpert Public Relations
(781) 828-9415
sherry@alpertspublicrelations.com

Productive Education LLC(PE LLC)
David C. Schwartz CEO
945 Concord Street
Framingham, MA 01701
(508) 370-0228, Fax (508) 460-9277
dschwartz@bookwindows.com
www.sayhellotodavid.com

Innovative DAVID™ Organizing Assistant™ for 3-Ring Binders Helps Students Get Organized and Get Higher Grades

Organize360™ Curriculum for Study Skills Empowers Students

When David Schwartz' 5th grade son Zach teamed with him to design a new binder to organize his school papers, little did Schwartz know that this engineering project would change Zach's life...that of his whole class...and the future of his company Productive Education LLC.

Indeed, Zach's grades jumped from C's to A's, but it wasn't until the principal met Schwartz at school and asked, "What are you feeding Zach for breakfast?" that it dawned on Schwartz that he was onto something. When asked if the same binder could be provided for the rest of the class, he said yes without hesitation.

In one term, the grades of Zach's classmates also jumped, and BinderBuddies® was born. That experience has taken Schwartz on a mission to use binder systems as a way to improve education outcomes for students of all ages. After shipping millions of BinderBuddies® products, PE LLC now introduces the DAVID™ Organizing Assistant™ and the empowering Inventive Learning™ curriculum for study skills.

In February 2007, Ellen McLaughlin of Tutoring Plus in Cambridge, MA learned of the new organizing tools and asked Schwartz if he would implement them as a front end to "Future Engineers", her after-school robotics workshop. McLaughlin wanted a way to teach these children organizing and collaboration skills before embarking on a more complex design-engineering project. The installation provided a simple way to teach both student and teacher design, engineering, and the fundamentals of filing by using DAVID™ as a "thinking machine".

The installation went so well that Robin Harris, Principal of Fletcher-Maynard Academy, the school that houses Tutoring Plus, sat in to see for herself. Impressed with the children's shift in thinking and their increased interest in learning, she had Schwartz implement the program for 80 of the 6th, 7th, and 8th grade students at her middle school. He did so in just one classroom session.

Fletcher-Maynard is using the new binder system as a replacement for the previous organizing binder that had been used. The system integrates seamlessly into all curriculum and supports Cornell note taking, a foundation of learning in an increasing number of literacy recommendations. The binders employ Schwartz' "4 R's" of information processing: Recording, Rediscovering,

Reprocessing, and Reviewing - learning steps which are integral to the way the binder works, improving student performance. All the pieces fit together and map directly into AVID's WIC-R process.

“Well over 80% of the teachers and parents we have interviewed indicate that lack of organization is a real problem with their students,” says Schwartz, who holds 25 patents. “Providing a solution to the problem of disorganization, a solution that works from the child's perspective, is a powerful leverage point in improving educational outcomes for students.”

DAVID™ Organizing Assistant is a “super binder” based on the proven BinderBuddies® system. It enables students to learn filing, organizing and computer fluency - all at the same time.

It provides a flexible way to consistently organize each subject. The color-coded, nested pocket files allow students to quickly categorize, store, find, and view their notes. They can see their homework, quizzes, project sheets and reference papers alongside their schedule and assignments - like the windows on a computer screen. Each nested folder has a place for every type of paper. Each paper can be quickly put in its place and retrieved in record time, without opening or closing rings. As a result, students never misplace or lose their work.

The approach is comforting to students, teachers and parents, allowing for real-time, up-to-the-minute communication about status, preparedness, progress, and outcomes. Students remain organized day to day, week to week, and month to month. They understand the system, use it without being told, and help mentor each other. They like it so much, they ask to use it again.

“It's actually a pseudo-computer,” said Schwartz, who has an MSEE in Computer Science from MIT and is a former computer executive. “The binder operates according to the same design principles, enabling students to see multiple things simultaneously. It boosts their productivity. The streamlining feature of the system allows students to archive their unit papers for reference, and find them to study for a test. They only carry around their mission critical work. It keeps them thinking about how to lighten their load”.

“Our students just love the DAVID™ Organizing Assistant,” said Ellen McLaughlin, Tutoring Plus' Executive Director, who worked with Schwartz at the Fletcher-Maynard Academy to implement the program. “They're no longer wasting time looking for papers or complaining about losing them. They're spending more time learning and getting better grades.” PE LLC also offers enrichment by combining DAVID™ OA with a new Organize360™ curriculum for study skills. Putting Org360™ in study skills enables reinforcement of organizing skills throughout the term, including learning how to map paper filing onto the computer.

“There's something quite compelling about all of this and the man behind the tools” suggested Principal Harris. Indeed there well may be. Schwartz is one of the last emerging engineers from the original group at Data General that has produced the likes of Ed Zander, CEO Motorola; Jit Saxena, CEO of Netezza; David Mahoney, CEO of Applix; and Craig Mundie, Executive Vice President, Microsoft, among many others.

Schwartz' company provides these products directly to schools. In much the same way that he was able to help Zach and his classmates, he now sees a way to help students in underserved public schools as well as other schools around the country. With 18 years of experience building stationery products to improve productivity, he is a self-styled educational entrepreneur intent on improving student performance through what he calls Organizing Literacy™. Schwartz has found a way to do this by seamlessly inserting his technology in a simple 3-Ring Binder, and in so doing is making a vital impact on education.

Attached Photo: The DAVID™ Organizing Assistant™

New

Help your classroom run itself.

DAVID™ Organizing Assistant™

Organizing Assistant™

Organizes 6 Subjects

Our Guarantee: Use the DAVID™ OR to handle your school work and you will be able to store and find any piece of paper you need... in record time!

- Proven system for instant organization
- Supports work flow throughout the year
- Learn to be self-organized in your binder AND on the computer!
- Empower your imagination, and experience knowledge!

Before disorganized

After totally organized

WOW! A place for everything... everything in it's place... in record time!

FREE

- User Guide
- Game Software
- Two 1.5" rings
- Poly Plastic Covers

DAVID™ Organizing Assistant™ is COMPATIBLE with all school supply recommendations & fits ANY 3-ring Binder

pat# 5417509
5886829
6874968

www.bookwindows.com

So you can spend less time organizing and more time teaching

more>>>