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## THE EDU-K UPDATE

JULY 2010

"What do you really want to hear today?" was the question Paul Dennison asked those at my breakfast table Thursday morning. While the 2010 Brain Gym Conference in Ashland has not yet officially begun, the "drawing out" process is in action.

This intricate web of casual encounters with spectacular people allows us to interconnect in so many different ways. The tree is this year's conference logo and summarizes the 2010 conference experience, at least from my point of view. We came from all over the world to focus our intention on exchange, moving with all ages, and seeking growth. We paused the frenetic pace of our daily lives to stop, share and savour these moments together. (Yes, the delicious food at the Warren Center certainly helped.)

The opening balance took our breath away. Colleen Gardner, Carla Hannaford, and Marilyn Lugaro Bouchard stood inside our collective circle as we lost our voice and could not move forward. Yet our hearts were filled with gratitude for what they had accomplished and we searched to find new ways to grow.

The learning opportunities throughout the four days were too numerous to mention. One highlight for me was the 170 page conference manual filled with wisdom, knowledge and information Honoring those who have made significant contributions was another highlight (see the list in this issue).

Then, too quickly, the closing balance: everyone creating balloon sculptures in their part of the world. Suddenly we came together and began interconnecting our separate balloon creations, creating one marvelous infinite Brain Gym Tree. Founders Gail and Paul Dennison stand in its center, along with administration Kari Coady and Cindy Goldade, holding on and then magically letting go. Amidst the tears, our hearts soared too and we realized that we are all part of the Brain Gym Tree, growing branches, tendrils, leaves in so many different and beautiful patterns, yet all connected to each other as we reach out to the world as one.

In gratitude for all who participated,  
Lisa Marcovici, Montreal, Canada.



## Edu-K Tips and Tools:

by Deborah Scott Studebaker

### The Language of Edu-K, Part 4: The Dynamics of Locomotion

As we continue our investigation of the three primary movement abilities, we come to **locomotion**, which is, quite simply, the power to move from one place to another. Locomotion brings *forward and back* into our awareness as we use our legs to walk, run, creep, crawl, hop, skip, and jump toward or away from a particular object, person, or environment. Locomotion helps an animal avoid a predator, creates independence in an infant, and allows children and adults to choose when and how to participate in the activities of life.



Yet locomotion is not simply about putting one foot in front of the other. The body weight must be evenly distributed or structural alignment (centering and stabilization) can be compromised. According to biomechanical scientist Katy Bowman, the originator of Restorative Exercise, when alignment is significantly altered, performance is significantly altered as well. And, in the *Brain Gym®: Teacher's Edition*, Paul and Gail Dennison quote psychobiologist Roger Sperry as saying, "Better than 90 percent of the brain's output is directed toward maintaining your body in its gravitational field. Therefore, the

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### Brain Gym News & Events

#### Brain Gym® in Action-10th Anniversary

August 1-9, 2010

Ottawa ON, Canada

Contact: [maureen@braingyminaction.com](mailto:maureen@braingyminaction.com)

#### 2011 Annual Brain Gym & IKC International Conference

2011 Aug 26-28

Kecskemét, Hungary

Contact: [Zsuzsanna Köves](mailto:Zsuzsanna.Koves)

### 2010 Annual Awards

~ Congratulations to this year's Award Winners ~

#### Outstanding Service Award

Edu-K South Africa

Niki Honore, UK

Suzanne Wade (Roberts), UK

#### Outstanding Achievement

Beth Stoddard, USA

Norma Munoz, Ecuador

### Increasing Sales During a Recession & Slow Recovery

by Jerry Teplitz

Despite the gloomy financial picture, A-Active Termite and Pest Control in Virginia Beach, Virginia saw its profits double in the last year. During that same year, one of the company's salespersons increased his sales by over 300 percent on the company's high-end product line and the company was also recognized as the top distributor in the country for two of the product lines it carries.

less energy one spends on one's posture, the more energy is available for healing, digestion, and thinking."

In other words, stressful habits can hold us back from living healthy lives. How does this show up in terms of locomotion? Gail Dennison explains: "Drawing from Bowman's work, muscles can only fire when they're the correct length; if they are either too contracted (hypertonic) or too elongated (hypotonic), they're essentially weak, and the ligaments are then used excessively for balance and weight bearing, unable to fully do their job of stabilizing the joints. Calf elongation is especially important for easy standing and walking. Tight hamstrings and calves mean a tight, tucked pelvis (and often a rounded upper back), to compensate."

Fortunately, Edu-K has given us six easy movements to help restore natural muscle extension; the Lengthening Activities facilitate locomotor skills and reeducate the body to create lasting postural changes. By providing a full range of motion, they support the physical components needed for attention, choice making, and perspective, whereby we can bring our awareness inward, perhaps to sense alignment and well-being, or direct our focus outward so as to engage with others.

Gail adds: "The gift of the Lengthening Activities is that, as we stand or sit to do them, we develop an awareness of the long, toned muscles that will help us to then move more effectively. The paradox of attention is that we can sustain focus as an observer, yet not truly comprehend until we actively engage with the information and make it our own. That is, it's not until we access movement for action—for participation in the world—that we can internalize learning and receive its full meaning."<sup>3</sup>

Ultimately, locomotion relies on structure and supportive alignment. In essence, it offers us an opportunity to move safely out of tension and into the freedom of focused self-expression.

<sup>1</sup><http://www.katysays.com/2010/07/06/mind-your-pelvis/>

How did these amazing sales figures happen? A-Active's president, Kevin Kordek, attributes this huge increase in sales to a seminar that his sales force attended. But it wasn't a traditional sales training seminar. The A-Active salespeople attended the *Switched-On Selling* seminar, which was created by Jerry V. Teplitz, J.D., Ph.D., a Brain Gym® Instructor and an expert in brain performance optimization. A book version of that seminar, entitled *Switched-On Selling: Balance Your Brain for Sales Success*, has just been released by Teplitz and his co-author, Dr. Tony Alessandra. The book combines Teplitz's approach using Brain Gym® movements and exercises with the innovative selling techniques of Master Sales Trainer, Dr. Alessandra.

As President of the National Pest Management Association, Kordek has an insider's view of his industry. He says, "Most pest control companies have either lost revenue or are barely staying even. My company is one of the few that has been having an extremely successful year during both the recession and recovery."

In August 2009, Kordek was impressed when he heard Teplitz speak to his local Entrepreneurs' Association chapter and decided to put half of his sales force through the *Switched-On Selling* seminar. Almost immediately afterwards, Kordek was surprised that six of the eight people he had put through the program had become his top tier sales performers. In October, Kordek immediately signed the rest of his sales force up when the next *Switched-On Selling* seminar was offered.

What makes this seminar and this book different from other sales trainings and books on selling is the processes that Teplitz uses from the Brain Gym® program as an integral part of the experience. It's the Brain Gym movements and exercises that allow a salesperson to eliminate their subconscious blocks to the selling process in minutes. Brain Gym, which was created by Dr. Paul Dennison and Gail Dennison, was originally used in the education field to help learning disabled children become more successful in school.

When Teplitz got involved with Brain Gym in 1986, he saw that no one was applying the concepts to the business arena. He applied for permission from the Foundation to create the seminar and *Switched-On Selling* was approved in 1989. Since then Teplitz has conducted several research studies with almost 900 salespeople that show that the course can help almost everyone from the mediocre level salesperson to even the experienced salespeople immediately increases their sales numbers after the seminar.

Teplitz says, "My book, *Switched-On Selling: Balance Your Brain For Sales Success*, combines Dr. Alessandra's techniques with my research-based approach to allow you to reach your full potential as a sales person. It's the first sales book where you can read the information in the chapter and then switch yourself on to do it by the end of the chapter. In this slow recovery from the recession, it's powerful for a sales person to discover that he or she can

<sup>2</sup>Dennison, Paul E. and Gail E. Dennison, *Brain Gym®: Teacher's Edition*. Ventura, CA: Hearts at Play, Inc., 2010 (72)

<sup>3</sup>Gail Dennison, personal communication with the author, 5-28-10, 6-28-10, and 7-12-10

<sup>4</sup>*Brain Gym®: Teacher's Edition* (25, 73)

## A Brain Gym Story

Kathy Monahan, licensed instructor shares:

I've been working for the past several weeks with a 79 year old man who has recently suffered a very severe stroke. His family was told he would never walk or eat on his own and that he would never be able to communicate in a meaningful way.

While the speech therapist has been doing handwriting tasks and teaching him the mechanics of speech, I've been helping George move through PACE, Alphabet 8s, Dennison Laterality Repatterning (DLR) and various other techniques. I've had to act as a surrogate through some of the DLR.

He can only repeat one sound (Ba-ba-ba) and is basically at an infant level of speech having to re-learn all the basic patterns of speaking. The progress he has made in just a few weeks normally takes months or even years to do. The speech therapist is in tears every day from the miracles we are seeing..

George has been practicing writing his name and simple words (Yes, No, Pain, Cat, Dog) with his non-dominant left hand. (He is right-handed and the stroke affected his entire right side.) If we can get him to write with his left hand, then he can communicate in a meaningful way with his wife and others. All he could do in the beginning was either trace over a word or copy words with very scratchy writing. He was just doing a trick for us, as he didn't understand the purpose of the writing. It was just motor skills to him.

actually still create great success.”

Jerry Teplitz  
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## Ask Dave

Dave administers and answers questions posted to our [website](#) message board, “Ask Dave”. To visit or post a question [click here](#).

### Question:

What exactly is PACE? Is it a subset of the 26 Brain Gym movements?

### Dave’s Answer:

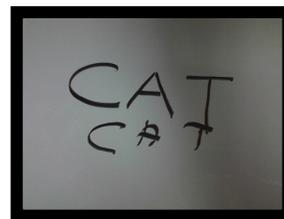
The simple answer is that PACE is sipping water, Brain Buttons, Cross Crawl, and Hook-ups done consecutively. We do PACE as the first step in all of the Brain Gym® balance processes to prepare for the rest of the process, to prepare for any activity we may be involved in, and part or all of it at any time we feel the need to get back into PACE for any activity. For the two last I mentioned, a PACE process may then also include some other Brain Gym exercises/activities drawn from what you may have learned in any of the many classes offered.

PACE is part of the Brain Gym philosophy. It stands for positive, active, clear and energetic. We talk about being in our optimal learning pace for optimal performance in the Brain Gym® 101 and other classes. The basic 26 Brain Gym® exercises are actually just the tip of a very large ice berg. Many people know or have heard about the basic exercises. Few seem to realize the enormity of the body of work that is Brain Gym/Educational Kinesiology. There are many classes offering many more exercises, activities, processes and information about the relationship of movement to learning/performing...anything.

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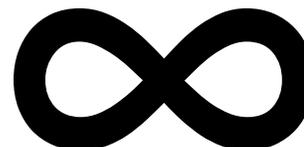


Now he can copy words and is able to write the word a second time with just a

verbal direction. He's now attempting to communicate in a meaningful way by writing.

Not only has his speech and handwriting improved, he no longer has a neglect of one side of his body, is able to follow commands, and is able to walk better. Originally, he needed a lot of help from two people while now he only requires someone to walk by his side in case he loses his balance. We've managed to accomplish nearly a year's worth of progress in about six weeks.

The therapy staff is now interested in the Brain Gym program and sees the potential that it holds for the most severely affected patients.



## Order a copy of the 2010 Conference Manual

Enjoy the fantastic wealth of information written by the presenters of the 2010 Annual Brain Gym® conference!

Cost is \$30

email: [info@braingym.org](mailto:info@braingym.org)