



Phono-Graphix® Reading Company

Unlock the door to literacy



MEET OUR PRESENTERS -
and hear what they have to
say

2018 Phono-Graphix®
Conference:
MAKE IT HAPPEN!

KEYNOTE ADDRESS

PHONO-GRAPHIX CAMP 'CRACK THE CODE'

By Swen Nater

As Director of Employee Outreach for Costco Wholesale from 1998-2003, Swen Nater directed "Phono-Graphix Intensive Reading Camps" where, in two weeks, elementary school students made an average increase of nearly two grade levels in word recognition. Last October, Swen and his team ran a similar camp, "Camp 'Crack the Code'", in Hawaii, where they saw 15 ELL high school students gain 1.8 grade levels in just 5 days of instruction. Swen will provide a detailed explanation of how this was done.



Nominated to Naismith Basketball Hall of Fame
NBA and ABA Leading Rebounder
NBA All-Time Rebound Record Holder
Two-Time ABA All-Star

Two National Championships at UCLA as player
National Champion Head Coach San Diego Christian
College

Author of Six Books including:

[You Haven't Taught Until They Have Learned](#)

The hotels are selling out fast!

The conference center, the Embassy Suites, is nearly sold out. We have contracted a block of rooms next door, at the Courtyard Seattle Sea-Tac, for \$169 USD per night. Book now before these rooms are gone, too!

Register now

Book your group rate room now

GENERAL SESSIONS PRESENTATIONS

A DAY IN THE LIFE OF READ FOR AFRICA - making it happen with Phono-Graphix in under-resourced environments by Jenny Taylor, Read for Africa



Jenny's work at Read for Africa has taken place often in very under resourced schools in rural areas...literally under a tree with a stick making letters in the sand or in township (informal shanti towns where traditionally poor and underprivileged people live) schools on the outskirts of large cities with 70+ kids in a class. Jenny will discuss how Read for Africa makes this happen. Learn how work in such environments forces us to go 'back to basics' and how the Third World has quite a bit to teach the First.

MEETING STUDENTS WHERE THEY ARE - two decades of adult education in Africa by Jenny Taylor, Read for Africa

Jenny will discuss her work with adults and teens, from depressed high school drop-outs with behavioral problems to university students and professionals who rely on nearly photographic memory of words they have seen before. These students don't have the time—and the 16-year-old drop-outs have neither the patience nor the motivation—for instruction that is not age-appropriate. She will discuss how to meet students at their perceived level, to close the gaps and teach reading/spelling in the shortest amount of time possible without compromising the methodology.

Jenny Taylor was trained by the developers of Phono-Graphix in 1999. She established Read For Africa in 2000. She has trained over 8000 teachers, parents and other therapists in the method and has taught hundreds of children and adults to read. She works with children and adults with learning difficulties as well as professional people who want to improve their spelling skills. Her MEd research report, focused on Phono-Graphix in the South African context.

Read For Africa has been involved in Adult Education and Learnership programmes where Phono-Graphix is applied to all curriculum areas. Jenny received an outstanding achievement award for her contribution

to the development and upliftment of people with disabilities. She has the complete rights to Phono-Graphix in Africa and has adapted the programme to a South African context.

REFRESH AND REIMAGINE PHONO-GRAPHIX by Amy Weinberger MS Ed

Staying true to the Phono-Graphix method, spruce up your delivery while adding a fluency and memory component using purposeful movement.



Amy Falk Weinberger, M.S.Ed., along with her staff, specialize in reading, writing, math and cognitive retraining for students who struggle in a school setting, provide IEP/504 support and educational crisis management, enhance communication between parents and schools, recommend school/program placements, manage home school coursework, teach technology for education, provide expert educational testimony and offer cognitive, sensory, and fluency training.

Amy founded The Thinking Center in 1991 and introduced Phono-Graphix in 1998. Since then, The Thinking Center staff has supported and retrained over 7000 students in a variety of sensory, cognitive and academic areas including reading. As a reading expert, cognitive educator, an instructional media specialist, and entrepreneur, she has coached families and students how to navigate the education system so that placements are more appropriate and learning has a better chance of sticking. Her team and she work directly with administrators, neuro-psychologists, social workers, teachers and parents whose students/kids are maxed out on Tier III with little to no improvements. The team has continued their mission: to provide short-term interventions for long-term skill-based outcomes. Amy has had the privilege to have founded two schools, co-found a special needs camp, and create a social skills camp over the last 28 years.

HIDDEN EYE PROBLEMS BLOCK LEARNING by Douglas Stephey OD MS

(presented via web conference)



Dr. Stephey will discuss how common vision problems not related to 20/20 are holding your child's learning abilities hostage. Learn how to ask for vision testing at the school's expense. Learn how to identify vision problems behaviorally. Learn what makes up a comprehensive learning related vision exam. Learn how lenses and vision therapy will close or eliminate this gap.

Dr Stephey is trained in vision therapy, interactive metronome, primitive reflexes, Phono-Graphix, several sound therapy programs, and therapy for working memory and executive functions skills. He also prescribes colored lenses, prisms, and nutritional interventions.

IMPACT OF PHONO-GRAPHIX ON MY DYSLEXIC FAMILY by Marlene Mauk

In this presentation Marlene will present the obstacles encountered in finding successful reading intervention for her severely dyslexic son and reasons for becoming a Phono-Graphix reading therapist. Some of the unexpected situations and insights encountered during 15 years of providing reading therapy will be discussed. The impact of illiteracy on a personal level and on a larger scale will be presented as a motivating factor for becoming a Phono-Graphix trainer. Participants will gain a renewed enthusiasm for the efficiency and effectiveness of Phono-Graphix and an awareness of the value in reaching as many students as possible.



MAPPING NON-STANDARD SPEECH TO PRINT - a descriptive-linguistic approach by Marlene Mauk

Working with students with a Non-Standard dialect can be tricky. Marlene will discuss how to be carefully respectful of any student's language when teaching how to work from Sound-to Symbol-to Meaning. Marlene draws upon her experience with students who speak African American Vernacular English (AAVE) as well as her personal experience with Southern Appalachian dialects. Marlene will share how to encourage students to manage the mismatch between their own speech and the Standard American dialect when spelling, in a culturally-sensitive, non-judgmental way that gives students the access to the Standard American dialect they will need for success in education and in business.

Marlene was trained as a Phono-Graphix reading therapist by Geoffrey McGuiness in 2002 after taking her son to the Read America Clinic. She founded Turning Pages Reading Center to provide reading therapy to children of all ages. Turning Pages was approved as a Supplemental Education Services Provider by the state of Florida and she used Phono-Graphix to instruct children in several Title One schools in Brevard County. She has taught struggling readers at the Learning and Achievement Academy for Boys in Cocoa FL and at Madisonville Primary School in TN. She explores related topics that affect the ability of children to be successful readers, such as purposeful movement, ADHD, visual tracking and vision therapy.

THE LAST FRONTIER: ESL STUDENTS AWAKENING TO THE POSSIBILITIES by Edie Moore PhD



Dr. Moore will present a case study of Spanish-speaking high school ESL students, highlighting the affective responses to reading success.

Dr. Edie Moore is a veteran educator and trainer, with 20+ years of varied experiences in designing online

learning, public school teaching, university teaching, commercial radio, television and film production and educational program development, museum grant writing and staff development, directing teacher education, creating and facilitating diversity training and educator professional development, leading content development for a nonprofit multilingual educational Internet portal serving Latin America and Africa, and developing educational programs for the International Visitor Leadership Program, Bureau of Educational and Cultural Affairs, U.S. Department of State International Visitor Leadership Program. Currently, Edie teaches entrepreneurs how to create valuable, effective learning solutions that resonate with their target market. She holds a Ph.D. in Education, a Specialization in *Design Thinking & Innovation*, and an M.A. in Counseling. Edie has been a Certified Phono-Graphix Therapist since 1997.

a2zReading Clinic BRINGS PHONO-GRAPHIX ONLINE

by Laila Beidas BS MA

After a few years of working with Phono-Graphix in-person, one-on-one, Laila decided to think out of the box and launch her online reading therapy sessions to serve a wider range of students. Her clinic now has students from around the USA as well as international students. She will share how you, too, can bring Phono-Graphix online.



Laila's personal story with Phono-Graphix began when she faced personal challenges with her daughter. She was impressed by how fast and effective the method was when supporting her daughter during therapy sessions. Although Laila has degrees in Computer Science and Accounting, she decided to become a certified therapist because of how rewarding the outcome was with struggling readers. She dedicated her time helping children in her community as she volunteered at public and private schools' tutoring programs. Laila brought Phono-Graphix online in 2015. Laila is bilingual English/Arabic and she has presented Phono-Graphix at schools in Jordan, Kuwait, and UAE.

THE READ AMERICA CLINIC SUCCESS FORMULA FOR INTENSIVES

by Erin Duncan, CEO Phono-Graphix[®] Reading Company



A recent survey revealed that most Phono-Graphix members give (bi)weekly instruction and only a small fraction offer instruction intensively. The Read America Clinic has been conducting intensive reading therapy since 1993, when the authors of Phono-Graphix opened the original clinic in Orlando. When Erin took over the clinic name in 2006, she had to take on the intensive model too. She will walk you through her own learning of the Read America Clinic success formula and case studies for week-long intensive reading interventions, so you can take on more intensive instruction in your own clinic or classroom.

Erin Duncan, CEO of the Phono-Graphix Reading Company and owner and director of the Read America Clinic, is a linguist, writer and veteran reading therapist with thirty years of clinical reading remediation experience. In her drive to put literacy within everyone's reach, she has taught thousands of clinical hours to students of all ages and challenges, managed classroom literacy instruction and reading assistance projects, and has trained teachers, specialists and parents from around the English-speaking world in the Phono-Graphix and Language Wise methods.

READING CAMPS, COSTCO-SIZED

by Scott Breckenridge

Scott will share his experiences with intensive Phono-Graphix reading camps conducted through his work at Costco. Literally play along as Scott leads us through some of his group camp activities. Learn the inner workings of these large-scale elementary school camps, full of activity and excitement, as Scott shares how he and his teams instructed and engaged the students, how teacher-training was managed, and what it took in terms of funding and resources to pull them off.



Scott Breckenridge grew up in Tacoma, WA and is a buyer at Costco where he has been for almost 29 years. As a Phono-Graphix master teacher doing employee outreach through Costco, he has worked with hundreds of students in Phono-Graphix, conducted teacher trainings in both the US and Canada, and has been recently re-certified. He was an indispensable team member of Camp 'Crack the Code' in Hawaii this past October. He has been a volunteer for the Special Olympics for the past 19 years training athletes in downhill skiing. He attended the University of Washington and has one son and a granddaughter.

THREE CHEERS FOR OUR TEEN PHONO-GRAPHIX BUDDIES

(presented via web conference)



Justin Wenig, a rising senior at Columbia University who has volunteered as a 'Summer Learning Buddy' will present this innovative, youth-led grassroots group. Teens are taught Phono-Graphix strategies then trained to provide younger at-risk students pro bono instruction, in both private and public school settings.

Paige Brown, a recent graduate from Tulane, started 'Summer Learning Buddies' in 2013, in partnership with her neighbor Carrie Manley, a Phono-Graphix practitioner. Since then, more than 80 teens (middle school, high school, college) have stepped up to serve as Summer Learning Buddies!

The 'Little Buddies' gain so much—both in terms of skills and confidence," says Carrie Manley. "And it is truly thrilling and such a privilege to work with the teen volunteers! They are so open to embracing the PhonoGraphix approach. And they have that special gift of making learning more meaningful and so much more fun. For me, it is teaching and collaborating at its very best."

[CONTACT US](#)
