

THE FORMULA FOR A

# Revolution







**E**ntrepreneurial spirit +  
**R**enaissance education +  
**A**thletic mindset

**NEWERA**<sup>SCHOOLS</sup><sup>TM</sup>  
— *It's Time!* —

A young man with dark hair and a slight smile is looking directly at the camera. He is wearing a dark, patterned zip-up sweater over a white t-shirt. He is sitting at a desk, holding a blue pen over an open notebook. In the background, other students are visible, but they are out of focus. The overall tone is warm and motivational.

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It's time to open the valve all the way.

*"The whole idea is to get an edge. Sometimes it takes just a little extra something to get that edge, but you have to have it." Don Shula*

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Too many 9–19-year-old students have a wealth of talent and raw abilities that go untapped. **It's time to change all that.**

NewERA starts with the same DNA as all great ventures: **a belief that there is a better way.**

It's time for a revolution in education. Society is changing dramatically. The world is much more competitive. Our children need twice the knowledge and skill set to keep pace. **To gain an edge**, students must invest considerably more time and effort. We need a new approach to education that delivers a bolder and smarter education relevant to real life that raises the bar for expectations and results.

**Our goal? It goes way beyond graduation or college. It's about preparing each student for a life of success.**

We move students in the right direction—upward. We show them the opportunities that a great education opens up—a well-rounded life full of achievement and adventure. We help them accomplish goals well beyond the established expectations of even the best schools.

***Sound ambitious? Aggressive? It is.***

***Let's go all the way.***





# Something must be done.

*“To create a new standard it takes something that’s not just a little bit different. It takes something that’s really new and really captures people’s imagination.” Bill Gates*

- America is now 16th in the world academically
- One third of high school students drop out
- One half of high school graduates are not college-ready
- By 12th grade, the average black and Hispanic student is four years behind
- Children are now exposed to one stimulus every seven seconds

- Every parent works in 75–90 percent of households
- Children average six hours of electronics (TV, video games, internet) per day
- 25 percent of children are inactive and obese
- 80 percent of jobs in growing fields require a college-ready skill set
- College graduates earn \$1 million more in their lifetime

**Children ARE NOT STATISTICS!**

# Today's children will compete on a global scale with an entirely different set of rules.

Technology, the internet, new emerging world powers, off-shoring, and other **flattening forces** make the job market even more competitive. A college-ready skill set has become a prerequisite to most entry-level jobs, and a must for those entering rapidly growing fields.

The America of tomorrow will be even faster paced and complex. The face of that America is already changing. Students from all backgrounds and circumstances need to be prepared and motivated to lead us into the future. America is counting on them.

Unfortunately, most educational institutions do not see the bigger world picture on a daily basis. Schools are overwhelmed by unsatisfactory test scores, escalating dropout rates, and significant performance gaps. They are deflated by a lack of support from exhausted and sometimes ill-equipped parents, distractions from video games, bloating obesity trends and the intoxicating allure of sex, drugs and violence.

# The problem is big, and it keeps getting bigger.

No one is questioning anyone's intentions or efforts, just paradigms and perspectives. We are concerned that most Americans don't yet see the size of the growing problem. We are concerned that most educational goals are not aimed at the right target, and that the politically correct fixes (more money, smaller classes, pleas for parental involvement, etc.) are not attacking the right issues or applying proven solutions.

We do see a renewed focus on American education. There are some small pockets of success, but if the rate of progress isn't increased by **an order of magnitude** it will take decades to achieve respectable results.

Fortunately, performance gaps between races and sexes are not innate. What students need are schools that assume responsibility for their success. Schools that use time effectively. Schools with highly motivated, qualified teachers. Schools that use a relevant, engaging curriculum. Schools that understand that academic success coupled with broader interests leads to lifelong success in the real world.

*The bottom line?  
It's time for a new educational model.  
It's time for a new era.*





We aim at a higher target.

*“The most important outcome of education is to help students  
become independent of formal education.” Paul E. Gray*



# A new model for a new era.

*NewERA Schools offers a bolder, smarter education. An education where students master subjects and look forward to challenging courses. An education that engages a student's curiosity and motivates them to ask deeper questions and learn more. An education that prepares a person for a life of choice. An education that leads to a future of success.*

**Time is on our side.** NewERA uses a **longer-day, year-round format** to maximize teaching and learning time and to build a much stronger foundation for achievement. We have a lot more time than other schools and we use that to our advantage. Our students have ample time to master core subjects, complete most “homework” and participate in a variety of enrichment programs during the “school” day. Our full-service, all-day formula fills a student’s day with positive activities and eases a family’s hectic schedule.

**The educational program is ambitious.** NewERA Schools nurture *Entrepreneurial spirit* through a modern *Renaissance education* and traditional *Athletic mindset*. Our rigorous college prep work is designed not only to teach important content, but also to help students understand and expand *who they are, what they know, and what they can do*. These lessons broaden a student’s view of the world, deepen experiences, and develop character and inner confidence.

**Our teachers are the best and brightest.** There is no substitute for great educators. NewERA schools invest significantly in the recruiting, engaging and the continuous education of our teachers. We constantly challenge them to shape, re-shape and improve curricula, new programs and systems. Furthermore, NewERA’s educational management systems are designed to maximize teaching and learning time by reducing grading and administrative work. Our unique assessment and grading process provides more meaningful real-time feedback to students, parents and educators.

**We expect excellence.** Our leaders demand more from themselves and their students. We know young people are capable of outstanding performance. We surround them with the tools to thrive—the best facilities, systems, and culture. NewERA’s environment of achievement teaches self-discipline, risk-taking, teamwork, and leadership. Our students learn to be independent, work with others, and take charge of their own lives.

**We teach success.** NewERA’s world-class program starts with a **focus on responsibility**. Teachers and students set defined goals and work to surpass them. Students develop individual achievement plans that go beyond academics to include personal interests, total fitness, career skills and lifetime ambitions. This process builds the discipline and winning habits needed for long-term success.

**At NewERA, we think with “AND” not “OR.”** We challenge our students to learn AND have fun. Our extra time AND expanded curriculum enable our teachers to break up a student’s day in a more manageable AND “user-friendly” format, mixing the basics AND other classes together. This also allows us to offer a world-class academic education that is broadened and balanced with the arts AND athletics AND entrepreneurship AND social cause.

All learning can be interesting and enjoyable, but many of today’s students need to re-learn this. **We put first things first.** We leverage the fun stuff (electives and athletics). Students complete core work before moving on to the activities they love most. If a student falls behind, we work with them, and if necessary, schedule extra time on their most difficult subjects. At NewERA, more fun comes when the work is done.

***Improvement is not enough, it’s merely evolution.  
We need a revolution!***





# Meet the NewERA.

Entrepreneurial Renaissance Athletes™

*“The quality of a person’s life is in direct proportion to their commitment to excellence,  
regardless of their chosen field of endeavor.” Vince Lombardi*



# It takes more than book smarts.

While academic achievement is paramount, it by itself is not enough. Through our unique integration of programs, lessons, and experiences, NewERA instills an **Entrepreneurial spirit** in our students to enable them to succeed in nearly any endeavor. Our culture begins with a belief that anything is possible, including a life of abundant opportunity—full of educational, financial, career, and personal freedom. Our students are capable of more than just learning; they invent products, start their own companies, engage in meaningful causes, and fulfill their own dreams.

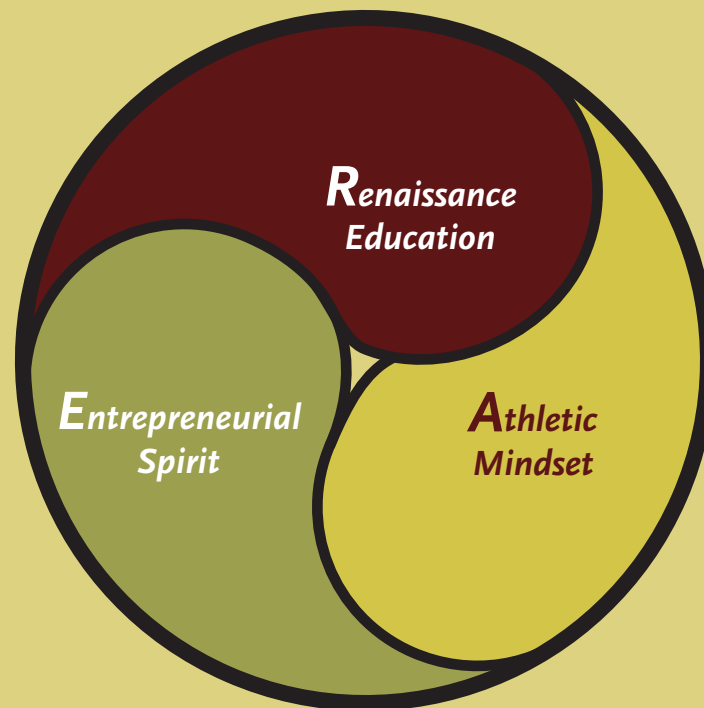
We have created a modern **Renaissance education** that synergizes academics, the arts, science, business, athletics, and a student's own ambitions. At NewERA education is integrated, interactive and progressive. Our programs are continuously improved to include the latest best practices and knowledge base. Students can expect to be asked to look at problems in

new ways and from different angles. Don't be surprised if an English assignment involves composing a song, an algebra lesson teaches students how to design their own tree house, or a science project requires an executive brief to build a space station.

We approach all our programs and activities with an **Athletic mindset**. We see anyone in the unwavering pursuit of a defined goal as a top-flight athlete. We believe everyone can be an athlete in his or her own regard. Whether one's joy comes from engineering, painting, singing, community service, chess, forensics, investing, or basketball, it's the commitment and determination that sets the greatness of a NewERA student. We teach students to assess their current skill levels, to develop challenging goals and to win. Daily intellectual and physical conditioning is part of the program, part of our training, and part of our genetics. The better conditioned a student, the better prepared they will be for life beyond school.

## By graduation, NewERA students

- ☒ Choose their college, career, business
- ☒ Master the fundamentals
- ☒ Compose original works
- ☒ Embrace computers
- ☒ Manage a portfolio
- ☒ Exercise religiously
- ☒ Invent a product
- ☒ Start a company
- ☒ Play an instrument
- ☒ Read 100 great books
- ☒ Write a business plan
- ☒ Acquire lifelong friends
- ☒ Intern with a company
- ☒ Mentor younger students
- ☒ Speak at least two languages



***NewERA graduates are Entrepreneurial Renaissance Athletes™  
—fit to challenge life and strengthen mankind.***





# It's Time. It's Direction.

*"I'm a firm believer in goal setting. Step by step.  
I can't see any other way of accomplishing anything." Michael Jordan*

## The formula for success hasn't changed...

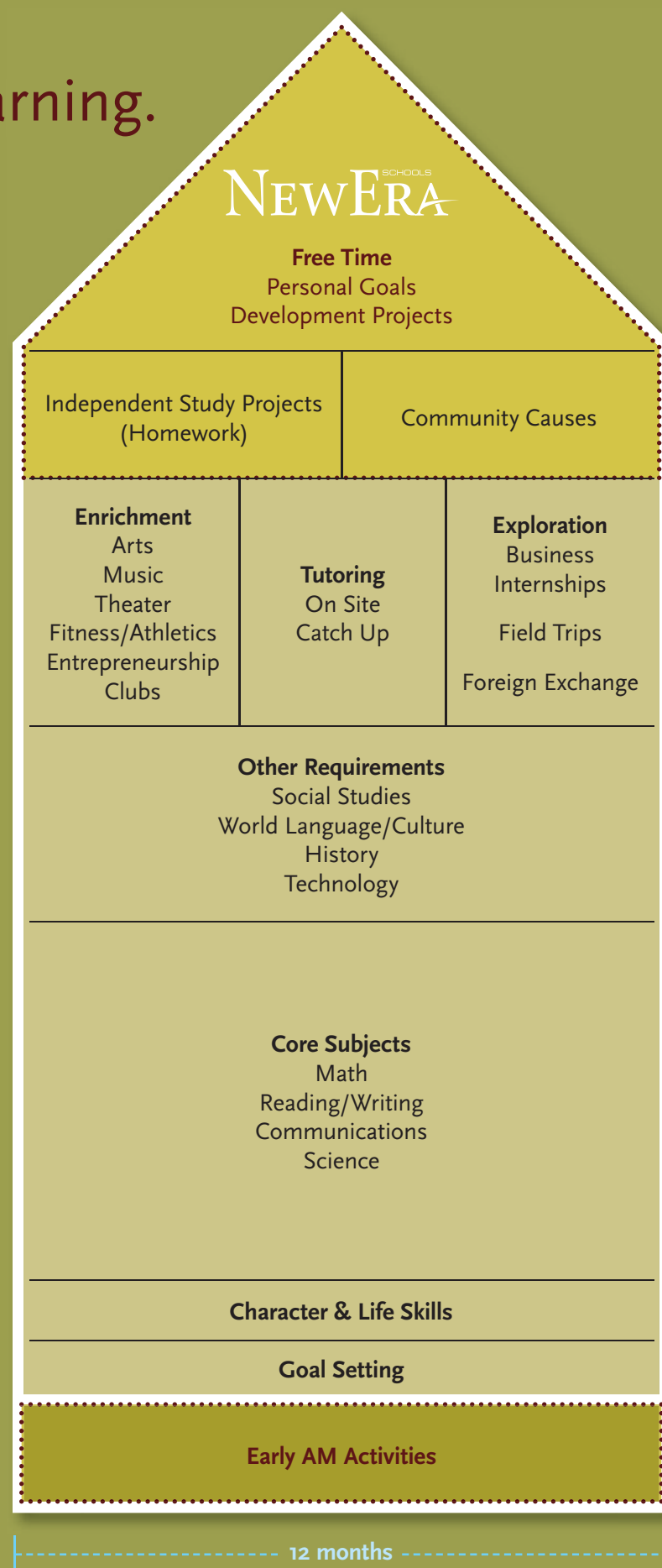
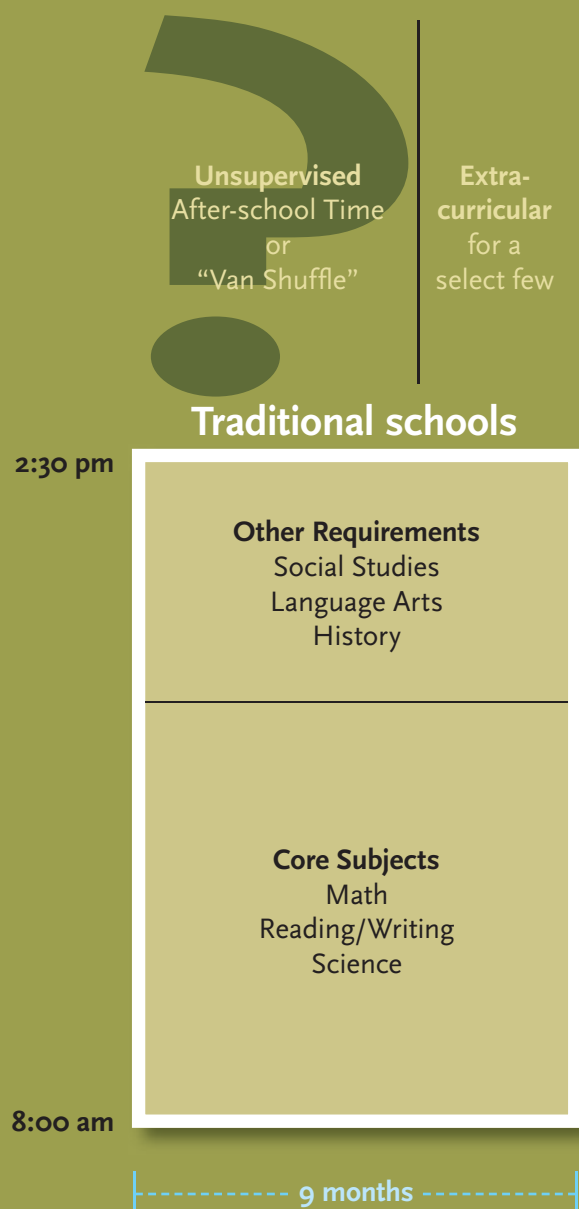
One key to NewERA's well-rounded education is the effective use of time. Beginning in the morning with goal setting, students have something to accomplish each day. Like a traditional school, NewERA teaches the core subjects, but for a longer period of time, and adds additional electives to close the school day.

A traditional school meets daily for only 6 1/2 hours, 9 months a year. School days are divided into roughly 45 minute classes—leaving only about 30 minutes of actual learning. After school too many students are left to fend for themselves. Due to the lack of supervision and busy schedules, homework is often ignored and time wasted on unproductive negative activities.

The answer to many of today's educational problems really is quite simple. It's time! Our students are in school 8-plus hours a day, 12 months a year (minus holidays and quarterly week-long breaks). That works out to 50 percent more overall time. This gives us almost twice the time to teach essentials AND time to supplement them with enriching activities. Once students complete their homework, they participate in music, athletics, the arts and more. Our formula eliminates parental after-school worries by matching modern family work schedules. When a NewERA day ends, students are free to stay and play longer or go home, free to work on independent studies, personal goals, community causes, or just relax and enjoy some time with their families.



# More Time. More Learning.







By every means necessary.

*"Try not to become (just) a man of success but rather to become a man of value." Albert Einstein*

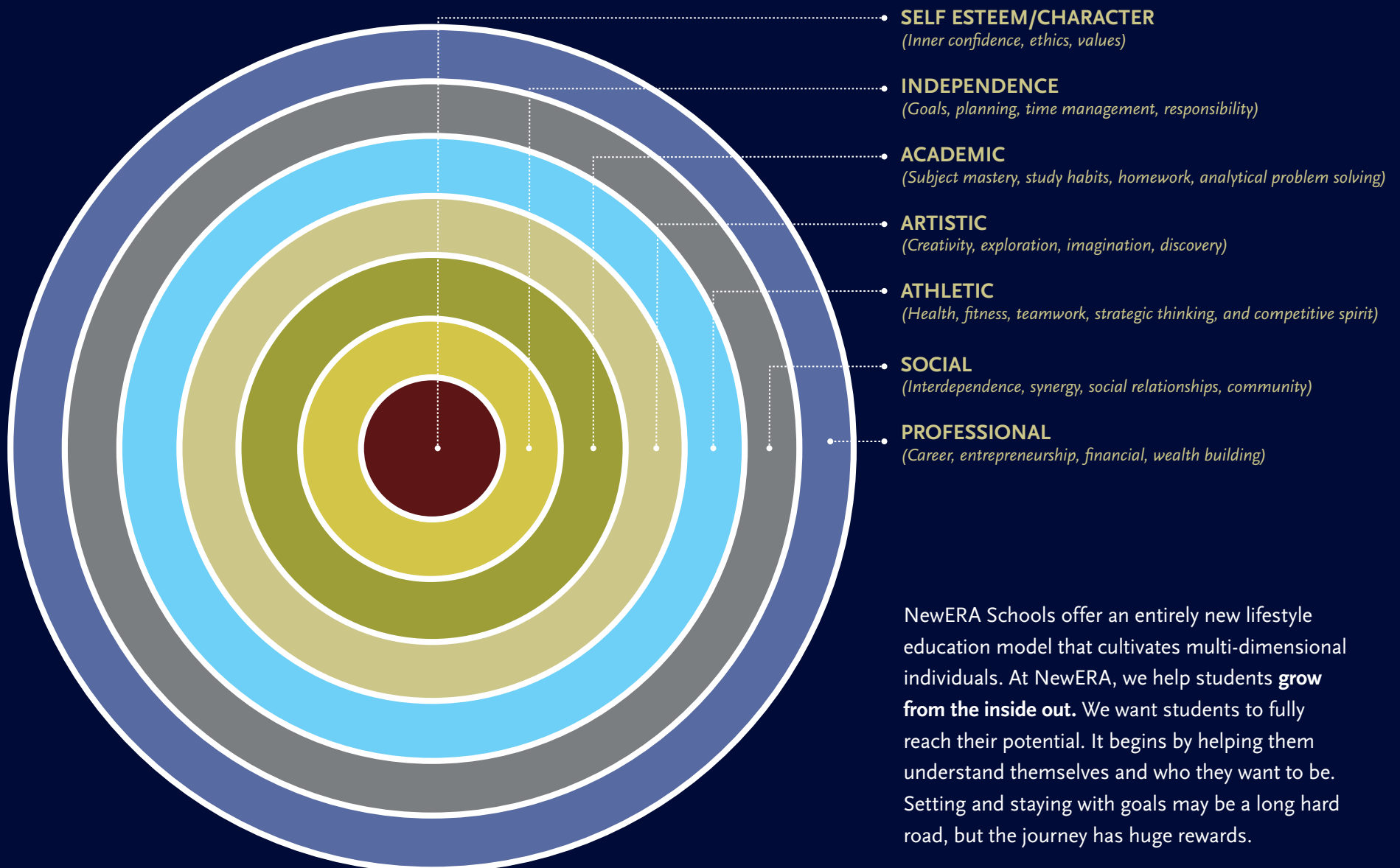


# NewERA inside and out.

We are honest and up-front with parents and students about where they stand academically so they can manage their time and plan appropriately. Together, we develop an individual plan to set and achieve meaningful goals.

There is strong evidence that praise in the absence of accomplishment does not raise achievement. The best enhancements to self esteem, arise from accurate and matter-of-fact appraisals of a student's work, as well as realistic encouragement toward effort and actual achievement.

NewERA Schools and staff use every technique, method, plan, system and trick in the book necessary to guarantee students succeed. We concentrate on helping students master and retain material and learn how to learn. Our teachers plan lessons much like coaches plan practices using short, quick-hitters, old-fashioned repetition, small groups, teaching teams, projects and even games to assure lessons are learned. Teachers attempt to mix techniques into presentations to accommodate learning differences and improve retention.



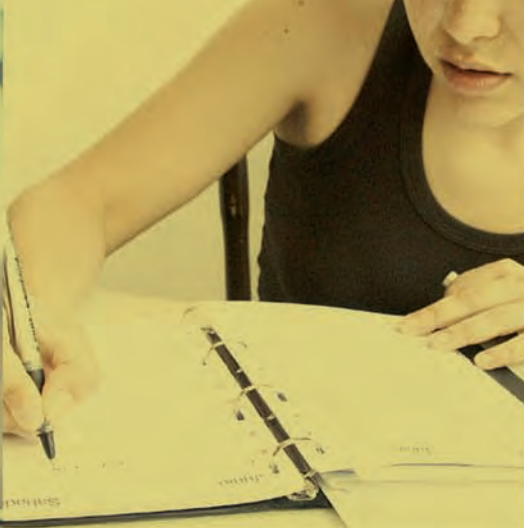




# A week in the life.

*"We are what we repeatedly do. Excellence then, is not an act, but a habit." Aristotle*





## EARLY AM ACTIVITIES

*The early bird catches the worm.*

We offer students additional time for physical conditioning, practicing their instruments, personal tutoring, and even to have breakfast with peers and mentors.

## GOAL SETTING/LIFE SKILLS

*Without a plan the people will perish.*

Every day begins with 30 minutes of goal setting and life skills. We combine personal mission statements and development plans with time-management techniques to ensure students optimize their day.

## MATH

*Why would I ever need math?*

Ask the engineers, architects, product designers, nurses, and musicians of the world. We combine algebra, geometry, trigonometry, calculus, and more with real-world applications to understand financial statements, budgets, logistics, software, speed, erosion, and more.

## SCIENCE

*Nations that lead in science, lead the world.*

Dissecting pigs, exploding volcanoes, and launching rockets are part of our everyday curriculum, exposing students to all the sciences, including health science, natural science, biology, physics and chemistry.

## TECHNOLOGY

*More than computers.*

We integrate technology into what we do. We expose students to all aspects of technology including manufacturing, robotics, semiconductors, aeronautics, biotechnology, lasers, and much more.

## SOCIAL STUDIES

*Understand the world to understand yourself.*

Our future is greatly shaped by the thinking and events of the past. We discuss human struggles, and the choices and consequences of human history. We inspire students with creative exercises to help them believe they too can mold and shape our future.

## PHYSICAL EDUCATION

*Developing the heart of a champion.*

Through daily activity, we teach lessons in nutrition, fitness, competition, teamwork, and strategy, not to mention relaxation techniques and other approaches to help build self-confident students. Progress comes against oneself, not the star athlete or obscure national standards.

## LUNCH

*You are what you eat.*

Not only do students get to enjoy free time and relaxation, they also learn to make educated decisions and have a healthy attitude about the food they eat.

## ENTREPRENEURSHIP

*Freedom to lead the life of your choice.*

NewERA students learn by doing. They develop business plans, create budgets, analyze investment options, manage a portfolio and create wealth. And, we emphasize the responsibility that comes with it. We expect students to develop both their moral and financial net-worth.

## COMMUNICATIONS

*Communication is the lifeblood of our society.*

We encourage students to read everything they can get their hands on. We inspire students to learn the value of good writing. We educate students that not a day goes by during which we don't need to read, write, speak and listen well. So we practice—every day.

## MUSIC

*Catch the rhythm of life.*

Music touches the soul. It tingles the spirit. It teaches improvisation as well as cohesive symphony. It requires patience, persistence, and practice. It also connects with math and builds teamwork skills.

## ART

*A picture's worth a thousand words*

Our art programs blend tradition and technology to enable students to not only explore their creativity, but to learn to communicate through images, designs, colors and shapes.

## FOREIGN LANGUAGE

*We are the world.*

Our students are immersed from day one to learn at least one language and all the customs and nuances that go with it. They begin at a young age when their minds are pliable and retentive to language skills.

## COMMUNITY CAUSE

*“Ask not what this country can do for you, but rather what you can do for this country.” –JFK*

Students join various causes to help, clean, educate, and build up the local community. We encourage parents and students to create teams that address specific causes that mean something to them.

## SAMPLE ELECTIVES/SHORT COURSES:

**Storytelling** is an imperative skill in today's business world – it's a forgotten art, but an essential skill for CEOs, journalists and playwrights.

**Robotics:** Learn software, electronics, mechanics, and physics that apply to a production or scientific problem such as genomics, semi-conductors, machining, or just have fun making your own battle-bot.

**Think Inc:** Learn about being an employee, sole-proprietor, business owner and investor. Learn about corporations, stocks, real-estate and portfolios.

**Auto Basics:** Learn to maintain a car, fix simple repairs and save money.

**Forensics:** Learn legal speaking and negotiation skills while competing against others in interesting debates.

**Typing:** Learn to type faster and save time.

**Speed Reading:** Learn to read faster, comprehend more, and save time.

**Solid Modeling:** Learn this artistic technology to create products, images, cartoons and animation.

**Inventor:** Learn how to design products, protect intellectual property, market, license and sell an invention.


**Banking:** Learn about finance and the business of money.

**Instant Piano:** Jumpstart your learning and love of music. Once developed, take future courses to solidify the fundamentals.

**Architecture:** Learn the basics and enjoy great architecture through a mix of history, drafting, modeling and design.







# Designed for one-of-a-kind learning.

*"If you always put limits on everything you do, physical or anything else. It will spread into your work and into your life. There are no limits. There are only plateaus, and you must not stay there, you must go beyond them." Bruce Lee*



# Our facilities keep families coming back for more.

**Our full-service, educational village matches today's family needs.** Why are we transporting kids from here to there to there? It doesn't make sense! We bring the adults to the students. We eliminate the hassle for parents. This saves everyone money, time, and trouble.

We put valuable facilities to good use. NewERA schools become a place for families and communities to bond. Our flexible campus is open all day, all year, and provides students the opportunity to complete homework at school. This new model entices families to become involved in their child's overall education through enjoyable experiences like art, music, movies, and fitness, as opposed to merely supervising homework.

Our unique educational facilities are utilized to the hilt. NewERA's facilities set the tone for high expectations. In order to provide a better education and improve financial stability, we provide additional value by doubling the use of the facilities. Our auditorium doubles as a movie theatre and entertainment hall, our gym as a fitness center, our cafeteria doubles as a restaurant, and our study hall a martial arts dojo. Instead of the library, we have become a bookstore and coffee shop, at night and on weekends classrooms are used for adult learning and students sell their art in our gallery.





# NewERA's educational ecosystem.

*"The price of greatness is responsibility." Sir Winston Churchill*



# Of all the values instilled at NewERA Schools, one stands apart: RESPONSIBILITY.

**The NewERA community focuses on one particular value: responsibility.** It is unique in that it encompasses a host of other values without losing meaning. Responsibility includes things like character, conviction, challenge, choice, consequence, community, cause, caring, attitude, accountability, respect, self discipline, relationships, results, effort and ethics.

**Schools** take responsibility for improving academic and personal results, developing a challenging goal-driven culture of achievement and professionalism, building individual student development plans, making a daily impact in every student's life, advocating a healthy community, and having the confidence to do what is right not just popular.

**Teachers** take responsibility to be role models, to be fully prepared, and to be energized. They come from various real-world disciplines, are leaders in their field, and are treated as professionals and rewarded for their outstanding contribution and performance. In addition, our teachers conduct research, continue their education and incorporate new ideas and best practice into our culture and curriculum. They are committed to exemplifying excellence, so that they can, in turn, demand it from our students.

**Students** take responsibility for their own actions, are self-reliant, and are able to help craft their own futures. They work to understand who they are, what they can do and where they're going. They believe that a great education is ultimately a privilege—that they have to choose to obtain for themselves—not a right to be wasted. Our students are serious; they also have fun, and at times are even rowdy. All of this is healthy when students know the proper time and place to do so. In the end, NewERA students receive the natural consequence of their actions, increased personal, intellectual, professional, financial and moral net worth.

**Parents** take responsibility to support their children no matter what, are cheerleaders, support each teacher's expectations and demands, and partner with the school to enhance their children's overall education. They volunteer as coaches, artists, mentors, teach career skills and team with students on community causes. They respect teachers, adhere to their advice, and do not undermine discipline when needed.

**Local businesses and community members** take responsibility to provide training, additional resources, outsource real-world projects, offer community/business externships, sponsor school programs, and mentor students.

## ***NewERA's 5 Simple Rules:***

***Be Responsible  
Do Your Best  
Play the Right Way***

***Never Give Up  
Follow Your Dreams***

***NewEra is the first educational institution to take responsibility for each student's success.***



A young man with short dark hair, wearing a dark blue hoodie and a backpack, is smiling and looking upwards. He is holding a stack of books, with an orange book visible in the foreground. The background is a solid teal color.

# It's about life—not only a diploma.

*“Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma—which is living with the results of other people’s thinking. Don’t let the noise of others’ opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition.” Steve Jobs*



## OUR COMMITMENT

To develop Entrepreneurial Renaissance Athletes fit to challenge life, and strengthen mankind.

## OUR VISION

To provide a revolutionary new model of education that is unencumbered by traditional boundaries, that focuses on preparing the whole student for a life of success and abundance.

## OUR MISSION

To create an organization that develops and delivers programs, products, and philosophies that generate better educational results.

### EDUCATIONAL GOALS:

1. To provide an unparalleled educational experience that fully prepares students for a world of choice; for college, career, and beyond.
2. To teach students a more relevant and well-rounded education that engages them equally in the fundamentals, the arts, business, technology, athletics, and other untraditional subjects.
3. To expand a student's view of the world, deepen their experiences and develop a student's confidence and capabilities from the inside-out.
4. To help students develop who they are, what they know and what they can do.
5. To maximize every student's potential.

### ORGANIZATIONAL GOALS:

1. To create a new educational model that demonstrates unparalleled results.
2. To make better use of state and federal funds, to dramatically increase the educational value per dollar spent and to develop additional sources of revenue to further enhance our services.
3. To leverage the lessons learned and systematize this model, potentially as programs, products and services, so that the benefits can be realized in other communities.
4. To design and build a new kind of educational facility that supports our unique educational model, programs and goals.
5. To become a true learning village for the communities we serve.





# JOIN THE REVOLUTION.

*"They always say time changes things, but you actually have to change them yourself." Andy Warhol*



NewERA is fast building a growing movement of active supporters who are passionate to improve American education. Parents, teachers, investors, philanthropists, community leaders, students, and educational leaders are coming together to add their energy, ideas and resources to NewERA Schools.

**It's time for a revolution—a revolution in education, expectations and results.**

**We need you! To join the revolution, please contact us so we can revolutionize education together.**

**Dave Cary, Founder**



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