

## **“Cool Stuff: they should teach in School”**

**Kiwanis editions now available at special prices.**

After several months of waiting since initial approval, the Kiwanian edition of *Cool Stuff they should teach in school* is now available. Pricing and ordering information is attached.

### **Background of Cool Stuff**

The story of “*Cool Stuff*” is about two teenagers who wrote a best selling book that can help all other teens for years - truly a Horatio Alger story in the 21<sup>st</sup> Century – and how Rosemead Kiwanis is facilitating its mass distribution.

(Most people today are too young to have even heard of or remember him, but Alger was a 19<sup>th</sup> Century contemporary of Mark Twain. He wrote about 135 inspirational “rags to riches” stories about boys.

As one source describes them, these tales helped shape a generation by illustrating how boys “might be able to achieve the American Dream of wealth and success through hard work, courage, determination, and concern for others....Alger's characters do not typically achieve extreme wealth; rather they attain middle-class security, stability, and a solid reputation. “)

The story of Kent and Kyle Healy, authors of “*Cool Stuff*” epitomizes this tradition. As teenagers they had an inspiration that turned into a profitable summer business – which then almost grew beyond them. To regain their balance they had to learn a lot in a short time. In so doing they realized that today’s times demand early instruction in several areas not covered in most schools.

The result of their near disaster is a now famous book by and for teens about, as the cover proclaims “cruising into the real world with Styyyyle.” Written and illustrated in teen-appropriate style it is about jobs, people skills attitude, goals and money. It’s success has led to a contract for two sequels in conjunction with Jack Canfield of *Chicken Soup for the Soul* Fame.

It has also led to one of the authors becoming, as an adult, a member of the San Clemente Kiwanis Club and to an association with our Rosemead Kiwanis Club. There our past Kiwanis International President Frank DiNoto, himself a lawyer and CPA, has championed an online edition of selected chapters from the book and a special edition referencing our K-family clubs for youth.

The Rosemead Kiwanis Foundation has underwritten the cost of producing the online version of “Cool Stuff.” The print edition, according to the memos attached below, is now available at special prices, both individually and in bulk.

**To:** Kiwanians and Friends  
**From:** Frank DiNoto  
**Date:** December 14, 2007  
**SUBJECT:** COOL STUFF THEY SHOULD TEACH IN SCHOOL

Attached is a special Kiwanis price list to purchase this book. Below are just a few of the testimonials this book has received. Many have come from school administrators, teachers, parents and teenagers.

The book is being used by AVID teachers as supplementary material. Your club can buy 80 books for \$560, including sales tax and shipping, which is about the cost of a \$500 scholarship. Benefit two classes of students in middle or high school and their parents and teachers. In addition, the Rosemead Kiwanis Club and Cool Stuff will soon be publishing on the Internet -- five chapters of the book plus a Kiwanis chapter, all downloadable free.

*This book also makes an excellent Christmas gift or Kiwanis project.*

**Testimonials include:**

"I wish I had *Cool Stuff they should teach in school* when I was younger. It is a guaranteed blueprint for building a lifetime of fulfilling relationships, happiness, and financial success starting now!"

**Jack Canfield**  
**Co-author, *Chicken Soup for the Teenage Soul***  
**And *Chicken Soup for the College Soul***

"This book is a real gem. In my opinion, it's a must read for all young people and anyone who cares about them – parents, friends, grandparents, etc. It's a mentor in a book. I would have benefitted greatly by reading this book as a young person."

**Richard Carlson, Ph.D.**  
**Author of the "*Don't Sweat the Small Stuff*" series**

"I have completed a basic review of Kent's and Kyle's book for students. I believe that it has a great deal of potential to help many students."

**Jeff Dimsdale, Ph. D.**  
**Professor, Dean and Vice President at Orange Coast College (33 years,**  
**now retired),**  
**Chair, Service Leadership Committee, Kiwanis Cal-Nev-Ha District**

Reviews continued:

"If there was only one book to give to your teenager, 'Cool Stuff' should be the one."

***Link Up Parents, Book review***

"*COOL STUFF* is a unique book for teens in that it is both delightfully readable and absolutely important to today's middle and high school students. Kent and Kyle Healy's sub title – "They Should Teach at School" – tells it all. The "stuff" in this book is incredibly important to youngsters who are about to enter the adult world but, sadly, it ISN'T being taught in America's schools....I highly recommend *COOL STUFF* to parents, teachers and school administrators alike."

**Robert W. Bruesch**

**Garvey School District Board of Trustees**

**National Teachers Hall of Fame inductee, 1997**

"This book should be required reading for all High School students before they graduate. Kent and Kyle Healy are extraordinary young men. They discovered early in life that basic principles about relationships, finances, goal setting and much more were not taught in school. Any student or adult that reads this book will come away with a better plan for life. "

**Dr. Michael McMurray**

**Chiropractor and Lecturer**

"We started selling "Cool Stuff" in our stores and immediately noticed the results with our personnel – then we purchased copies for the rest of our staff. It is the perfect gift to give employees a jump start on life. Attitude, goal setting, people skills, money management ... information everyone needs. Knowledge is power and contributes top a great work environment "

**John F. Merwald III**

**Cingular Wireless**

**"Cool Stuff" they should teach in school**  
**Kiwanis Price List**

"Cool Stuff" Media, Inc. and the Kiwanis Club of Rosemead have entered into an agreement to have a free downloadable e-book publication of five chapters of the top selling life-skills book by Kent and Kyle Healy, "Cool Stuff " they should teach in school. Kiwanis will have an added e-book chapter.

As part of the agreement, a special price has been established for "Kiwanis" purchases of the full printed copies. ***When ordering, make certain that "Kiwanis" is mentioned.*** Payment may be by credit card or by a check payable to "Cool Stuff" Media .

Cool Stuff Media  
 1525 Buena Vista  
 San Clemente, CA 92672  
 949-874-3890 or 1-866-928-Cool

*The listed prices require that all books be mailed to a single address in the United States. There are boxes of 10, 18 or 40 books. Special prices for full-box orders are listed below.*

**The purchase prices, including tax, shipping and handling, are as follows:**

<b><u>No of Books</u></b>	<b><u>Cost per Book</u></b>	<b><u>Total Cost</u></b>
1	\$ 17.50 per book	\$ 17.50
2 or 3 books	\$ 15.00 per book	\$ 30.00 or \$ 45.00
4 to 9 books	\$ 13.00 per book	Books ordered x \$ 13.00
1 box of 10 books	\$ 9.90 per book	\$ 99.00
1 box of 18 books	\$ 8.33 per book	\$ 150.00
1 box of 40 books	\$ 7.45 per book	\$ 298.00
2 boxes of 40 books (80 total)	\$ 7.00 per book	\$ 560.00

*For tax-exempt organization, a copy of the sales tax exemption certificate must be submitted with the order. The purchase prices, including shipping and handling, are as follows:*

<b><u>No of Books</u></b>	<b><u>Total Cost</u></b>
1 box of 18 books	\$ 144.00
1 box of 40 books	\$ 280.00
2 boxes of 40 books (80 total)	\$ 530.00