

# DISCOVER LANGUAGES ... DISCOVER THE WORLD!® PROMOTIONAL PRODUCTS

**Discover Languages®** Logo Products are the ideal way to spread the word about language learning! The items make great classroom giveaways, event prizes, meeting tokens and information booth premiums.

**Discover Languages ... Discover the World®** is sponsored by the American Council on the Teaching of Foreign Languages and the logo is a registered trademark. These are the only official **Discover Languages** products and all proceeds are reinvested in the initiative.



**Assorted red and blue pencils** are an affordable way to reward students for a job well-done.

Available in box of 100, Weight: 1.5 lbs.

**Member Price:** \$29.00/box  
**Non-member Price:** \$37.50/box



**Red ballpoint pens** make great meeting and booth handouts.

Available in pack of 10  
 Weight: .5 lbs.

**Member Price:** \$10.40/pk  
**Non-member Price:** \$13.50/pk



**Balloons** are a colorful decoration for special events.

Available in packs of 30  
 Weight: .5 lbs.

**Member Price:** \$6.40/pk  
**Non-member Price:** \$8.24/pk



**Wristbands** are popular with students.

Available in packs of 10  
 Weight: .5 lbs.

**Price:** \$20.00/pk



**Discover Languages Caps** with embroidered logo, one size adjustable.

Available in Navy or Tan  
 Weight: .5 lbs.

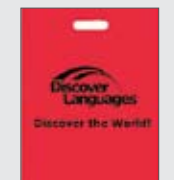
**Member Price:** \$14.40  
**Non-member Price:** \$18.60



**1" Round Buttons** make another great classroom or exhibit giveaway.

Available in packs of 30  
 Weight: 1 lb.

**Member Price:** \$11.50/pk  
**Non-member Price:** \$14.75/pk



**Plastic Bags (15" X 19")** are great for exhibits or info booths.

Available in packs of 20  
 Weight: 1 lb.

**Member Price:** \$13.20/pk  
**Non-member Price:** \$17.00/pk



**Beach Resort-Style Bumper Stickers** make your community aware of languages.

Available in packs of 10  
 Weight: .5 lbs.

	Member Price	Non-member Price
1-2 packs	\$6.95/pk	\$8.50/pk
3-4 packs	\$5.31/pk	\$6.80/pk
5-9 packs	\$4.99/pk	\$6.29/pk
10+ packs	\$4.49/pk	\$5.79/pk



**Canvas Meeting Totes** are great for meeting gifts.

Weight: .5 lbs.

**Member Price:** \$6.50 ea.  
**Non-member Price:** \$8.50 ea.



**Discover Languages Lapel Pins (1")** are ACTFL's fundraising pin, made of brass with clutch fastener.

Weight: .5 lbs.

**Price:** \$10.00 ea.



**Padfolios** 8-1/2" X 11" writing pads in a leatherette folder with DL logo.

Weight: 1.5 lbs.

**Member Price:** \$17.00 ea.  
**Non-member Price:** \$23.50 ea.



**Organizer/Office-On-The-Go** with zipper contain 5" X 8" writing pad with outside pockets.

Weight: 1 lb.

**Member Price:** \$17.00 ea.  
**Non-member Price:** \$23.50 ea.



**Discover Languages Posters (18" X 24")** are designed for classrooms, displays and special event exhibits.

	1-9 Posters	10 or more
Weight:	1 lb.	3 lbs.
<b>Give Him the World</b>	\$4.00 ea.	\$3.20 ea.
<b>Where Will</b>	\$4.00 ea.	\$3.20 ea.
<b>Learn a Language</b>	\$4.00 ea.	\$3.20 ea.

# PRODUCT ORDER FORM

## CUSTOMER INFORMATION

Given (First) Name \_\_\_\_\_

Sur Name/Family Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Daytime phone \_\_\_\_\_

E-mail \_\_\_\_\_

ACTFL Membership Number \_\_\_\_\_

## TWO WAYS TO ORDER!

**1** All items can be purchased online at [www.actfl.org](http://www.actfl.org)

**OR**

**2** Fax the order form in this catalog to 703-894-2905

**For larger orders, call 703-894-2900**  
**For orders outside the U.S., call 703-894-2900**

## ORDER INFORMATION

Product Description	Qty.	Total Weight	Unit Price	Total

<b>Shipping charges based on total weight of order.</b>  <i>For orders over 5 lbs., international or express shipping to U.S. and Canada, call Customer Service at 703-894-2900 for charges.</i>	<b>Total order weight</b>	<b>U.S.</b>	<b>Canada</b>
	1 lb. or less	\$4.80	\$13.00
	1 lb. to 2.99 lbs.	\$5.40	\$14.00
	3 lbs.	\$6.00	\$15.00
	4 lbs.	\$6.60	\$16.00
5 lbs.	\$7.20	\$17.00	

Subtotal \_\_\_\_\_

Total Weight of Order \_\_\_\_\_

Ground Shipping (charges for U.S.) \_\_\_\_\_

**Total amount of Order** \_\_\_\_\_

## PAYMENT METHOD

Check payable to ACTFL enclosed

Charge my:    Visa    Mastercard    AMEX

Card No. \_\_\_\_\_

Exp. date \_\_\_\_\_

Signature \_\_\_\_\_

# ACTFL RESOURCE CATALOG

## BOOKS, BROCHURES AND PRODUCTS

*Offered by The American Council on the Teaching of Foreign Languages*



*Discover Languages . . . Discover the World!*<sup>®</sup> is a registered trademark of ACTFL and these are the only official products with that trademark.

ACTFL offers a wide variety of books, instructional materials, brochures and *Discover Languages . . . Discover the World!*<sup>®</sup> products, all designed to help language educators enhance their careers while encouraging parents, students and the community at large to support language programs in their schools.

Browse through these items and you're certain to find some that fit your needs! Remember that proceeds from all *Discover Languages* product purchases are used to promote language education.



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**1** All items can be purchased online at [www.actfl.org](http://www.actfl.org)

OR

**2** Fax the order form in this catalog to 703-894-2905

## BOOKS FOR PROFESSIONAL DEVELOPMENT & INSTRUCTION

### CLASSROOM RESOURCES



#### **The Keys to the Classroom**

*By Paula Patrick*

**A basic manual to help new language teachers find their way.** Written by experienced language educator Paula Patrick, this 96-page book offers detailed guidelines to help new classroom teachers gain confidence and direction as they begin their teaching careers. In addition to step-by-step

strategies for everything from classroom organization to navigating Back-to-School Night, the book includes sample lesson plans, templates for student and parent letters . . . even advice on dealing with the inevitable difficult moments every teacher faces!

*Keys to the Classroom* is a copyrighted trademark of ACTFL and only individuals authorized by ACTFL may conduct workshops or charge for workshops containing ACTFL-copyrighted content.

	<b>Member Price</b>	<b>Non-member Price</b>	<b>Weight</b>
Single copy	\$22.95	\$26.95	.5 lbs.
20-49 copies	\$19.95 ea.	\$23.45 ea.	15 lbs.
50+ copies	\$17.95 ea.	\$21.95 ea.	25 lbs.



#### **Teacher's Handbook: Contextualized Language Instruction, 3rd Edition**

*By Judith L. Shrum & Eileen W. Glisan*

Authored by two highly-respected postsecondary educators, *Teacher's Handbook* is a mainstay of language methods courses throughout the U.S. The book is geared toward teacher training courses in college foreign language departments, since many TAs/GSI's teaching lower-division language courses are

required to take a methods course or are education majors or students pursuing a teaching credential.

<b>Member Price:</b>	\$69.00	<b>Weight: 2 lbs.</b>
<b>Non-member Price:</b>	\$79.00	



#### **ACTFL K-12 Performance Guidelines**

*Standards for Foreign Language Learning* have answered the question of 'what' should be taught in American foreign language classrooms. Subsequent efforts by states and local school districts have further defined what should be taught to American students learning foreign languages.

Such standards are known as 'content standards.' What has heretofore been missing is the answer to the question 'how well' should students be expected to do the 'what.' These guidelines or 'performance standards,' provide information to teachers and administrators about how well students can be expected to do the 'what' from the content standards.

Since their introduction in November, 1998, the *ACTFL Performance Guidelines for K-12 Learners* have helped language teachers, school administrators, parents, and students to understand the developmental path that second language learning takes when it occurs within a school setting.

Each booklet contains a removable 17"x32" poster of the guidelines.

<b>Member Price:</b>	\$9.00	<b>Weight: .1 lbs.</b>
<b>Non-member Price:</b>	\$12.00	



#### **ACTFL Integrated Performance Assessment (IPA) Manual**

ACTFL has developed a prototype for assessing the progress language students are making in achieving the K-16 standards as well as in developing their language proficiency. The IPA serves as a model in exemplifying not only how research and

practice can be more closely aligned, but also how standards-based classroom instruction and assessment practices can meet to form a seamless connection.

<b>Member Price:</b>	\$15.00	<b>Weight: .5 lbs.</b>
<b>Non-member Price:</b>	\$18.00	

### BOOKS FOR PROFESSIONAL DEVELOPMENT



#### **Millennials & K-12 Schools**

*By Neil Howe and William Strauss*

In *Millennials & K-12 Schools*, generational experts Neil Howe and William Strauss explain the generational shifts that are occurring among today's students, parents, and teachers, and offer hands-on strategies to help school leaders and personnel get the most from their students. Howe and

Strauss explain everything—from helicopter moms to the new focus on teamwork and protection, from the new research on "small learning communities" and more rigorous standards to the best way to get Boomer and Xer educators to work together.

<b>Member Price:</b>	\$21.50	<i>Save \$3.00 off the cover price!</i>	<b>Weight: 2 lbs.</b>
<b>Non-member Price:</b>	\$23.50		

*Not available on Amazon.com!*



#### **Millennials Rising:**

#### **The Next Great Generation**

*By Neil Howe and William Strauss*

In this book, the authors provide startling proof for how today's Millennial teens are defying conventional wisdom about youth.

Having taken their own polls, weighed all the data, talked with hundreds of kids, parents, and teachers, and reflected on the rhythms of history, Howe and Strauss offer this powerful conclusion: Before the decade is over, Millennials will reject the Gen X pop culture, rebel against Boomer politics, dramatically redefine what it means to be young, and, in time, become America's next great generation.

<b>Member Price:</b>	\$16.00	<b>Weight: 2 lbs.</b>
<b>Non-member Price:</b>	\$21.00	



**The Five-Minute Linguist: Bite-sized Essays on Language and Languages**

Language is a vital part of everybody's life, and nearly everybody is interested in knowing more about it. It's all too easy for people to lose interest, though, when the answers to their questions turn out to be long and technically challenging.

*The Five-Minute Linguist: Bite-sized Essays on Language and Languages* takes a new approach to making accurate and up-to-date knowledge about language accessible in a non-academic way. It consists of 60 short chapters adapted from the weekly scripts of a popular U.S. public radio series on language conceived by College of Charleston Professor Emeritus Rick Rickerson. The scripts, contributed by a cross-section of leading professional linguists in America and abroad, address questions like "How many languages are there in the world?" "Is elementary school too early to teach foreign languages?" and "How good is machine translation?" They are written with a light touch that has been highly successful in reaching an audience of intelligent non-specialists. The radio series was the recipient of the prestigious "Linguistics, Language and the Public" award, conferred in January 2007 by the Linguistic Society of America.

**Member Price:** \$12.95 **Weight:** 1 lb.  
**Non-member Price:** \$15.95



**Living Languages: Multilingualism Across the Lifespan**

*By Tracey Tokubama-Espinosa*

This book examines the various factors in successful multilingualism across the lifespan, discussing groups such as those lucky enough to enjoy bilingualism from birth to those who become foreign language learners in adulthood. Special attention is paid to a critique of the academic critical years concept and the question, how long does it take a non-native speaker to become fluent? The book establishes methods for teaching foreign languages and hints for home support that maximize each person's potential for languages. These books will appeal not only to educators, but to parents and future educators as well.

**Member Price:** \$44.95 **Weight:** 1 lb.  
**Non-member Price:** \$48.95



**Careers for Foreign Language Aficionados & Other Multilingual Types**

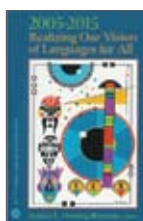
ACTFL offers this Third Edition of the popular McGraw-Hill title designed to highlight why language skills are more important than ever in helping job-seekers find rewarding careers. Beginning with a foreword by ACTFL Executive Director Bret Lovejoy, this 157-page paperback spotlights a dozen different venues where language proficiency is an important asset. It also explains how to develop a job-search strategy that emphasizes a candidate's unique skills.

**Member Price** **Non-member Price** **Weight/each:** .5 lbs.  
 1-10 copies \$13.95 ea. \$16.95 ea.  
 11-25 copies \$12.45 ea. \$15.45 ea.  
 26+ copies \$11.95 ea. \$14.95 ea.

THE ACTFL FOREIGN LANGUAGE EDUCATION SERIES

Whether you want to enhance your own professional library or help a new language educator build theirs, these ACTFL books can form the basic foundation of an informative and comprehensive collection. The volumes focus on some of the key issues of recent years and are written by experts in the language education field.

**Price per Volume:** \$20.00 **Weight/each:** 1 lb.



**2005-2015: Realizing Our Vision of Languages for All**

This volume provides an in-depth analysis of current trends and issues facing the language profession including advocacy and policy efforts, professional development and leadership needs, globalization and technology issues, and a realistic picture of meeting our goal of "languages for all."



**Teaching Heritage Learners: Voices from the Classroom**

This volume is based on the work of the ACTFL/Hunter College Project entitled Collaborative Teacher Education Program: A Model for Second Language Instruction for Inner City Schools.



**Reflecting on the Past to Shape the Future**

This volume examines how the history and events of the past decades of the 20th century influenced the state of foreign language education at the end of the millennium and considers how they may shape the future of the language education profession.



**National Standards: A Catalyst for Reform**

The purpose of this 1996 ACTFL volume was to examine how the national standards for foreign language learning might influence the various segments of the teaching profession. This book remains a useful resource for people who want to understand the genesis of the current standards and how they are being incorporated into curriculum.

## ACTFL BROCHURES FOR STUDENTS AND PARENTS

These colorful brochures are folded to a convenient 8-1/2" X 3-5/8" size and make excellent handouts for classrooms, back-to-school night, and information or exhibit booths. They explain the benefits of language learning, the opportunities that languages offer to students and the reasons to consider language teaching as a career.

NOTE: ACTFL can customize these brochures with additional pages containing specific information about your school, district, etc. Call ACTFL for more information!

Available in packs of 25

	Member Price	Non-member Price	Weight
1 Pack of 25	\$11.95	\$12.95	1 lb.
2-3 Packs	\$9.98/pk	\$11.48/pk	1 lb.
4-19 Packs	\$8.74/pk	\$9.74/pk	2 lbs.
20+ Packs	\$4.99/pk	\$6.80/pk	5 lbs.

*Have An Idea for a Brochure?  
Send an email to [sackley@actfl.org](mailto:sackley@actfl.org).*



### Important Facts About the Benefits of Learning a Language

Information for parents about the academic, personal and career benefits of language learning, reasons to urge their students to gain language proficiency.



### Success in the Classroom . . . Success in Your Career

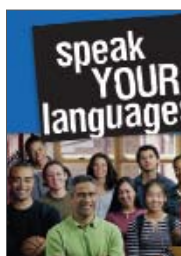
Aimed at students, this brochure gives them compelling reasons why studying languages can enhance their career opportunities. Shows them why language skills make them more attractive candidates to employers . . . and gives them tips on where to look for great career options!



### Go to the Head of the Class! Choose a Career Teaching Languages

This brochure points out the present and future demand for language teachers and helps students decide whether this career opportunity is right for them. Also gives them information about how to prepare for pursuing a teaching career and where to look on the web for career, financial aid and college information.

## CLASSROOM CAREER VIDEOS



### Speak YOUR Languages

A series of career videos focusing on bilingual professionals whose language ability led them to exciting careers!

Developed and produced by Highline Public Schools District 401, Burien, WA, the Speak YOUR Languages series is designed to encourage all students to better understand the value of linguistic competence and how it can be used in their future career path. The series consists of the following videos:

- International Baseball Scout
- Producer of Games for World Markets
- Court Interpreter
- Promoter of International Trade (Non-Profit Program Manager)
- Counselors Aiding Immigrants
- Police Officer who became City Mayor
- Freelance Translator

The individuals profiled in these videos motivate students with reflections of their own background and how they turned their bilingual skills into a career advantage. Their stories are fun to watch and will be viewed again and again.

Use these videos to:

- Encourage students to enroll in languages classes
- Demonstrate that language ability is a valuable asset for the future
- Motivate students to improve their language skills

Prices:			Weight/each: .5 lbs.
	Single video	\$49	
	Set of 3 videos	\$117	
	All 7 videos	\$238	