

New MANAGEMENT™

April 28, 2010

For immediate release:

Just today, I have learned that there is discomfort in the adoptive community with the use of the acronym A.D.O.P.T as it relates to the use of one of the classroom management strategies that I have developed. In over ten years of sharing this particular technique, this is the first feedback I have received that this acronym could be hurtful or insensitive, and I appreciate your communication on this subject. However inadvertent the offense, I am aware that intentions are irrelevant when we're talking about outcomes.

When the very first email regarding this subject arrived this morning, I quickly realized how the use of the "A.D.O.P.T." concept could leave a negative impression or produce feelings that were not intended. At that very moment, I resolved to rethink the acronym, make the change to one that is more inclusive and appropriate, and begin to use it in presentations right away.

Perhaps you can pass this information along to all mail rings, chat rooms, etc., where you have seen or posted your concerns so that others will be aware of the change. This information will also be posted on our website and Facebook page.

We would appreciate your help in assuring other concerned individuals that we have heard and value your perspective.

Regards,



Rick Morris
New Management