



Warmest Greetings,

As the founder of the non-profit Josephson Institute of Ethics and CHARACTER COUNTS!, I want to wish you a successful and rewarding New Year and thank you for using our CHARACTER COUNTS! planners in the past.

To begin 2019, I would like to make a very exciting announcement. We have teamed up with a new partner, School Specialty's Premier Planners, to create the best planners we've ever produced. (If you are not the person who deals with school planners at your school, please be so kind as to pass this on to the person who does).

The 2019-2020 CHARACTER COUNTS! planners have all the essential elements you are used to, and much more. They are built on the Josephson Institute's [Model Standards for Academic, Social, Emotional and Character Development](#) and incorporate learning strategies, messages, and opportunities to enhance teacher, student and family engagement. Our newest version is much more than just a planner – it's designed to help promote the development of character and a positive school climate while enhancing academic performance and the development of social and emotional skills.

See a description and contact information at [New CHARACTER COUNTS! Planners](#). A Premier representative will contact you soon to answer your questions and help you place your order.

Sincerely,  
Michael Josephson  
President  
CHARACTER COUNTS! and the Josephson Institute of Ethics