

Our Approach: The Gold Standard in Instruction...for Gold Star Results!

Zaner-Bloser Handwriting is the definitive method used by generations of American children. Our signature program features proven, time-tested techniques that don't actually take a lot of time to implement. We've become experts in growing our approach to not only keep current with the latest in scholarship and technology, but also to set the pace for our competitors. We are the gold standard in handwriting instruction, and we have been for over 125 years.

Support from Kindergarten Through Grade 5

The *Zaner-Bloser Handwriting* program teaches lifelong handwriting skills, from kindergarten through cursive maintenance in grade 5. This comprehensive, skills-focused program

- uses academic language and modeling with fewer, more specific letter formation descriptions than other programs.
- teaches vertical manuscript that resembles environmental print to promote literacy development.
- meets the needs of all students by teaching in an appropriate developmental sequence.
- offers flexibility in instruction, based on students' learning style, language acquisition level, and motor development.
- provides easy-to-use digital teaching tools to engage students and support teachers.

American Handwriting—Our Visible Heritage of Language

American history is rich in the diverse accomplishments of our people, but no achievement or aspect of our culture has had more significance than the humble art of handwriting. As a common form of social communication, handwriting serves as the visible language of our nation; no correspondence can be as immediate or personal. Most of our country's history is known only because it was written, and nearly all of our advancements in science, industry, education, medicine, and other realms of progress for over 150 years were first chronicled by penmanship.

Our story of American handwriting is unique in Western culture, for Spencerian Script, the style that emerged as our nation's style of writing in the early 19th century, was inspired not by government dictates or educational traditions, but by the sense of beauty, movement, curvature, and variability found in nature. Spencerian writing allowed Americans to display their own personalities in their handwriting, so that the written word would be a true reflection of how the writer felt as he or she communicated with a quill or a pen. This sense of individualism was, perhaps, the greatest influence in the early 19th century of our country's progress in becoming a literate nation. And through the years, the Zaner-Bloser Company has been the

leader in teaching our citizens how to write well. The influence of Zaner-Bloser Handwriting is incalculable. Beginning in 1888, ZB has continued to publish and teach handwriting in three centuries of our existence as a nation, and remains to this day the leader in this field. The legacy of the company's founders, Charles Zaner and Elmer Bloser, is one of excellence in both primary and adult education, in handwriting research, and in the development of new technologies to bring about a higher level of instruction.

In view of this, you, as a teacher, have the foremost handwriting credentials to bring to your students. It is the 21st century, and for many reasons—cognitive and motor skill development, knowledge and use of language, ability of reading, spelling, personal expression and communication—handwriting is as important today as it has always been. You are about to begin a wonderful journey with your students, with the very best authority to guide your way. My sincere, best wishes are with you as well!



Michael Sull
Zaner-Bloser Master Penman