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A Year of Change

Here we are with a new year of change. While many will interpret that as a sign of tough times, there are those of us who can see beyond the fray of what appears to be challenges for developing profitable business. In fact, opportunities for introducing innovative new products with a positive ROI are in abundance, despite the proclamations of the industry naysayers.

CAUTIOUS SPENDING

In today's economy, people are becoming more cautious with their spending; whether consumer or corporate buyer, careful spending has become a more common occurrence. With more careful evaluation of how a budget is being spent, buyers now take the time to give a product a far greater level of attention; often times seeing unique features which in the past would have simply been overlooked. In short, what once may have...

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PROJECT: Education Outreach™

PROJECT: Education Outreach™ was created to serve as a conduit for games, toys, and other juvenile products to have real time hands-on evaluation in a public school environment.

Students are given products by their teacher and instructed how to develop a constructed response from their evaluation of the product as part of their curriculum. Some schools also have a "Family Night, where parents and students have hands-on evaluation of products together.

The program has already proven quite effective with nothing but praise from the current participating schools, with other schools becoming eager to take part in the program as well. The opportunity is currently available for Calif Public and Private Schools, and Nevada Title I / Charter schools, with current development of gradual and well structured expansion into other public schools nationwide.

PROJECT: Education Outreach™ was initially launched for Private and Public schools in September 2008, and for Title 1 schools at...

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"The program has already proven quite effective with nothing but praise..."

New Inductees - January

"New Inductees prove that innovative product design is far from lost."

When it comes to New Inductees right now, our keyboards are burning up with all of the data input from product evaluations and reports. Never in the history of The Toy Man™ Product Guide have we had this large of an amount of product inductions approved!

Considering the time frame required publishing a product evaluation for each of these latest new inductees, we are publishing an announcement of their induction here at *News & Views™* so that our readers can see the latest products that have what it takes, before Toy Fair begins.

Hope you are ready because here they are!

- [Babysense V](#)
- [Meeville](#)
- [Morph-o-Scopes Sports Of All Sorts Kit](#)
- [Toys n Tayls - A Perfect Combination](#)
- [All Star Buddies](#)
- [Zoo Vet For Endangered Animals \(Nintendo DS\)](#)
- [Pet Pals - The New Leash On Life Disks 1 & 2](#)
- [Pet Pals - Animal Doctor \(Wii\)](#)
- [Pink Panther - Animal Rescue](#)
- [How'd They Build That Truck? - Fire Truck](#)
- [They Build That? Big Truck](#)
- [Hip Hop For Kids - School House Hop](#)



New Inductees - All Star Buddies!

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seemed to have no real value, suddenly it becomes the golden egg in its own unique sort of way. Now it is simply a question of if a company or individual, much as our new president of our nation, has the vision to seize the opportunity before them to deliver productive results on their labors, with wisdom and a more responsible level of expenditure.

MOMENT OF OPPORTUNITY

For many people, their vision has been fogged by economic distress, yet the mind is not encumbered by the state of the economy, that is a matter of choice and perception.

In actuality, the current business environment is ripe with that moment of fortuity; the occasion from which your product can define its full value. The question now is if you are willing to step out and grasp it before someone else takes the prize.



We the People Control Our Destiny

“PROJECT: Education Outreach” continued from page 1

Crestwood-Edison Elementary in Las Vegas, Nevada on 3rd December, 2008. The launch with Title 1 schools was an outstanding success thanks to the following companies who submitted their products for hands-on evaluation at the Title 1 schools project launch;

- Active Minds Inc. - [Comet - The fast path to learning!](#)
- Animoes - [Animoes - An educational dominoes game](#)
- Flaster Venture LLC - [Pirate King](#)
- Mic-O-Mic Americas Inc. - [LONPOS 303 Brainteasers](#)
- Neubauer Enterprises LLC - [Play Ball The Board Game](#)
- RSV Productions Inc. - [Jishaku](#)
- Uberstix LLC - [Uberstix Sailboat](#)

“Children are the perfect product evaluators; they say it the way it is.”

The greatest part of all came from the response from the kids at the “Family Night”. Children are the perfect product evaluators; they say it the way it is. In the space below you can read some of the comments from the students verbatim which were gathered from the hands-on evaluation feedback forms. Good or bad, kids are sure to just say what they feel.

ANIMOES - “What I liked best was you have to act like the animal your oponent spin if they lose. What I dislike is I have to act like animal if I lose.”

COMET - “I liked the game because it interesting and I learned a bunch of new words and definitions. I think it could be better with more cards but I still learned a lot.”

JISHAKU - “What I liked best was the magnet stones and how they jump around in the game, but I don’t like it when they move when they aren’t supposed to.”

PLAY BALL - “I liked the game because it helped me understand how to play baseball with my reading skills. I wish I had this game but wish it needs easier rules. Nothing not liked”



Jishaku re-defines the term power-play with the art of science!

PIRATE KING - “What I liked best was the big game board because I could play longer. What I dislike is it had so many pieces but my mom told me that wasn’t important.”

UBERSTIX SAILBOAT - “I liked it because it was fun to build but wish it was easier. What I liked best was I could build something not asking the teacher.”

PROJECT: Education Outreach™ demonstrates an entirely new asset for companies with which they can now gain an entirely new perspective on their products, in public, Title 1, and Charter schools.

Complete details about PROJECT: Education Outreach™, its history, how to submit your product for possible inclusion, and a basic visual flow chart of the structure of the program will be available at <http://www.iparentinginstitute.org> as of 1 March, 2009.

“Our TimeLine” Debut

“[Our TimeLine](#)” is our latest addition to our product guide and probably one of the most useful tools for our readers. This is where you can discover the following:

- when we first started.
- see a copy of our product guide from the very first year of publication.
- see a copy of our product guide when it was a 38 page full-color magazine.
- learn about historical events both global and on continent in which we were an important part.
- learn about prestigious events we took part in...
- and where The Toy Man™ Product Guide is going in the future.



“Our Timeline” Debut Image

Since 1971 we have provided an exclusive, credible, and unbiased method of giving recognition to products and services which “*have what it takes™*” to receive The Toy Man™ Seal of Approval; which now has expanded to an global scale of service.

“New Inductees continued from page 2

- [BuckleyDog](#)
- [Pirate King](#)
- [First Toddle®](#)
- [Catch My Drift?!?](#)
- [Those are MY Private Parts](#)
- [Snuggle Baby Blanket](#)
- [Uberstix Sailboat](#)



As you can see, we have been swamped with keeping up with the flow, but never fail; we always manage to bring things up to speed by the grace of God.

New Inductees prove that innovative product development is far from lost, despite the current economic climate. These companies have risen above the rest to make their mark for all to see! This is a reward which definitely well deserved.

AN INVITATION TO FACE THE CHALLENGE

We respectfully submit an invitation to you; to face the challenge of submitting your product(s) to our product guide, to see if you can follow in the steps of those before you who have risen to the change and reaped the rewards for having what it takes! [It's as simple as a single click...](#)

“New Inductees prove that innovative product development is far from lost, despite the current economic climate.”

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We invite you to take a peek at our [timeline](#) and discover more about the history of [The Toy Man™ Product Guide](#) and its parent company, [International Parenting institute™](#). Rest assured, you will find it most rewarding.

A True Contribution to Education



First game introduced to schools in "PROJECT: Education Outreach™"

There is a constant need for contribution to education, yet in today's society, the need seems to far outweigh the contribution.

Sandy Evans, CEO of Active Minds, Inc., recognized this need and donated a vast number of their educational board games to several Title 1 and Charter schools which are currently participating in PROJECT: Education Outreach™ and other schools as well. This unquestionably defines what a true contribution to education stands for.

Active Minds was also the catalyst which opened the doors for PROJECT: Education Outreach™ to expand from *Private & Public Schools*, into *Title 1* and *Charter schools* with "*Comet - the fast path to learning*" being the very first board game being used as part of a Title 1 public school class curriculum.

The Toy Man™ @ Toy Fair

Toy Fair is at our front door so to speak and The Toy Man™ and his staff will be there to keep our readers aware of the latest and greatest innovative new products being debuted.

If you would like to have us to visit your booth or submit any of your products for our evaluation, just go to <http://www.toymanreviews.com> and use our Product Submission form. Any products submitted during Toy Fair will be given priority on evaluation during Toy Fair.

Our staff will be working 'round the clock to deliver the very best coverage we have to offer to help our readers make good decisions in their buying during and after Toy Fair.

If you have any questions, please feel free to call us at 702.982.3140 or 702.277.7370.

THE TOY MAN™'S FAVORITES

The Toy Man™ will once again be covering the show floors, looking for new products which he will select as his favorites and recommend to our readers.

Five different products will be chosen each day of Toy Fair and featured in The Toy Man™ Product Guide, with no fee of any kind to ensure no inflection of bias. Will YOUR product(s) be one of those that are selected?

SPECIAL FEATURE

As an added bonus this year, video snippets of products at Toy Fair '09 will be featured on each page of "The Toy Man™ Favorites" daily features at Toy Fair '09.

The Toy Man™ Product Guide

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