



International Competition



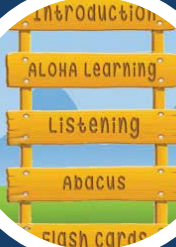
ALOHA Star



International Expansion



App Launch



Pedagogical Theory



Marketing Ideas





## International Presence



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## Message to all ALOHA Mental Arithmetic family members

Dear delegates, schools, teachers, parents, students and all ALOHA family members:

23 years ago, when this project started, it is possible that the time to accomplish this seemed far:

ALOHA being the leading brand in the development of cognitive skills for children, present in 6 continents, with millions of students having fun and learning every day, with more than 30 business partners in several countries, hundreds of thousands of teachers training children, millions of parents rely on the program, etc.

### Turning dreams into reality!!!

The recognition of a brand depends on each person who integrates the organization; that is why it is a great pleasure for us to share this THANK YOU message to each of you who make the growth of the ALOHA Mental Arithmetic program possible.

The success of ALOHA Mental Arithmetic worldwide, as well as a dream come true, it is a goal that each of you has helped to complete.

ALOHA International has offices in Malaysia, China, Philippines, Hong Kong, United States and Mexico. This allows us to keep close to you.

We are convinced that ALOHA Mental Arithmetic will, with your support, follow the path we have followed up to this moment.



**FROM ALOHA INTERNATIONAL TEAM WE THANK YOU ALL  
 FOR YOUR SUPPORT AND TRUST!**





## Successful expansion

From its beginning in 1993, ALOHA Mental Arithmetic has been very successful. The first success was in Malaysia, the country of origin, with the endorsement of Malaysia Abacus and Mental Association (MAMAA) and Zhejiang Abacus Association of China.

The Program's success quickly reached the neighboring countries of Asia and then to Australia, North America, Europe, Africa and South America. In these past twenty-three years, the program has been implemented in many countries across the six continents reaching over thirty territories which are part of the ALOHA Mental Arithmetic international network.



Adrian Cadeño, ALOHA Panama Technical Director, Vanessa Campos and Frederick M. Roberts, ALOHA Panama Directors.



Lorena Ticora, ALOHA Colombia Director and Carlos Andrés Bolívar, ALOHA Colombia Technical Director.



Diana Artunduaga, ALOHA Ecuador Director and Luis Artunduaga, ALOHA Ecuador Technical Director.

## ALOHA Mental Arithmetic International Competition 2015

The Philippines, also called The Pearl of the Orient, hosted last July 26, the 2015 ALOHA Mental Arithmetic International Competition, where ALOHA students from several countries converged at the premiere business district of Makati City.

The chosen venue, Fairmont Hotel, was full-packed as early as 9 a.m. as students and their companions eagerly lined-up and proceeded to their assigned seats. Students coming from Spain, Mexico, Malaysia, Bangladesh, India and the Philippines battled for the top prize.



Despite the competitive atmosphere, new friendships and bonds were formed among the students and their families transcending nationalities and geographical boundaries under the unifying spirit of the ALOHA International community.

The competition culminated in the awarding of medals to all the participants and the announcement of the champions. The pride and joy in their smiles are proof enough that ALOHA will have a huge positive impact in their lives in the years to come.

The trophies were presented by **His Excellency Maj. Gen. John Gomes, Bangladesh Ambassador**, Mr. Loh Mun Sung, the Founder President, Mrs. Kiran Motwani, the International Director and CEO of ALOHA Philippines, Mr. Haider Ali and Mr. Saiful Karim from ALOHA Bangladesh, Mr. Tushar Kansagara from ALOHA India, Ms. Julieta Torres from ALOHA Mexico, Mr. Tsai Chin Yu the Mental Arithmetic World Champion from Taiwan.





## National Competitions 2015

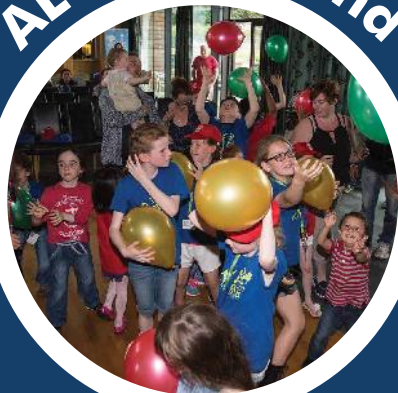


**ALOHA Malaysia**

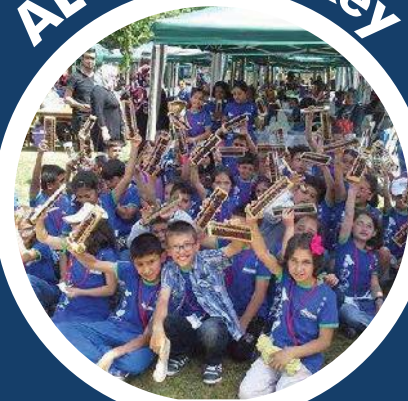


**ALOHA Bangladesh**

**ALOHA Ireland**



**ALOHA Turkey**



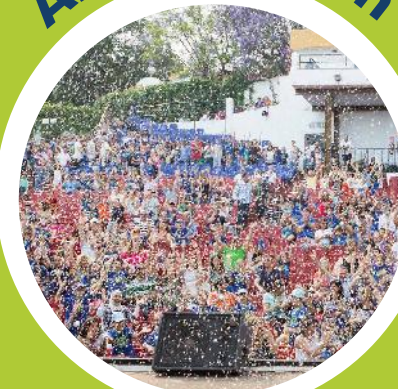
**ALOHA Canada**



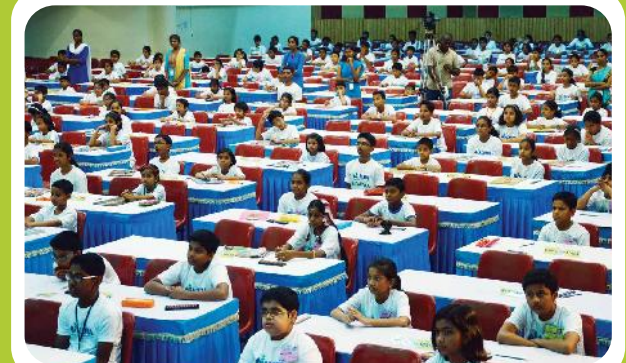
## National Competitions 2015



**ALOHA Spain**



**ALOHA Germany**



**ALOHA India**

**ALOHA Mexico**



**ALOHA Portugal**





**With great pleasure we announce**

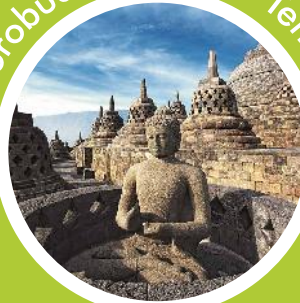


To experience the real essence of Indonesia, we recommend our guests to visit Yogyakarta and Bali.

### Places to visit in Yogyakarta

Borobudur: a Buddhist temple formed by nine platforms (six square and three circular) and topped by a central dome surrounded by 72 Buddha statues.

Borobudur Buddhist Temple



Prambanan Hindu Temple



Prambanan: Hindu temple located at the centre of Java, 11 miles northeast from Yogyakarta. Prambanan, UNESCO World Heritage Site, is the largest temple in Indonesia.

The Kraton Palace: is a grand complex that was meticulously planned to reflect the Javanese cosmos.

Kraton Palace



Malioboro street



Malioboro street: the most popular street in Yogya and Indonesia! The street that sells local crafts and souvenirs, and delicious dishes of local cuisine.

### Places to visit in Bali

Tanah Lot Temple



Tanah Lot Temple: Island's most iconic sea temples. It is perched on top of a huge rock, and surrounded by the sea with waves constantly crashing on to its base and pays homage to the guardian spirits of the sea.

Uluwatu Temple



Uluwatu Temple: is renowned for its magnificent location, perched on top of a steep cliff approximately 70 metres above sea level.

Besakih Temple



Besakih Temple: is an artistic and unique complex that comprises at least 86 temples. It is the biggest and holiest of the island's temples.

Ubud Monkey Forest



Ubud Monkey Forest: Is a nature reserve and Hindu Temple complex, it is one of Bali's several grey long-tailed macaque-inhabited forests and perhaps the best known.

The Ubud Art Market



The Ubud Art Market: Here you can find beautiful silk scarves, lightweight shirts, handmade woven bags, baskets or hats, statues, kites and many other hand-crafted goods.

Seminyak



Seminyak: is Bali's most fashionable beach, home to among the island's luxurious resorts and host to a number of fine restaurants and boutiques.



## ALOHA has a new App!!

We are releasing an App for all our ALOHA students!  
Of course this will provide a virtual abacus on their mobile devices, plus...

Introduction  
ALOHA Learning  
Listening  
Abacus  
Flash Cards

This will be a wonderful tool to practice:  
Add/Sub  
Times Table  
Multiplication  
Division  
Square  
Square Root

Our application has:  
Practice Test  
Speed Test  
Abacus  
ALOHA World & Rating  
And much more....

ALOHA Learning

2x2  
Times Table  
Add/Sub  
Multiply  
Division  
Square  
Square Root



## ALOHA has a new App!!

Students may choose to practice with 1, 2, 3 and 4 digits



Set Time.  
Watch the timer.  
And save your score.

MY Account

Profile  
First Name  
Kenah  
Last Name  
Raheem  
Email  
Kenah77  
Language  
English GB

Flash Card Time Setting

Seconds  
none  
Digits  
04  
No of Quiz  
02  
Start

Also they will improve their listening and visual skills with the Voice Test and flashcards. Both of them with different grades of complexity.

Upper & Lower  
+5  
+5/-5  
+10  
10  
-5  
Mixed  
+10/-10

Soon you'll have news to download our App.

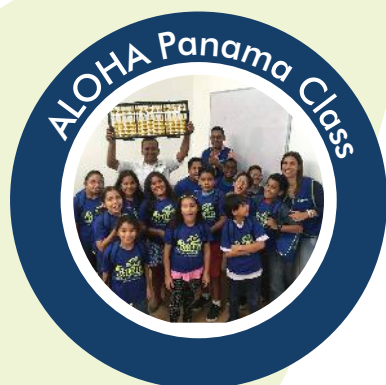
We assure this App will motivate ALOHA students to practice and they will improve their skills.

## ALOHA Panama, Colombia and Ecuador Special Launch

In order to promote ALOHA Mental Arithmetic brand in these countries and encourage the sale of franchises and/or student enrolment, ALOHA Panamá, ALOHA Colombia and ALOHA Ecuador executed a successful marketing strategy: for some days, the brand had massive presence in the most important media; radio, television, newspaper, etc.

ALOHA Panama was invited to participate in the program *Ají en Nextv* Panama and had an exclusive interview on the Newspaper *Mi Diario*.

ALOHA Colombia has started conducting the workshops successfully in many schools.



ALOHA Ecuador joined the international network in February 2016 and has already achieved the commercialization of two sub-franchises: Loja and Machala. Also, ALOHA classes began in early March with several groups at its First Centre.



Congratulations to our Master Licensees for its successful launch!!

## Marketing ideas



ALOHA Latin America elaborated their first International Newspaper; a printed document with important news and information about ALOHA International. This newspaper was delivered to every member of the ALOHA Latin America family (Master Licensee, Franchisee, Centre and School).

ALOHA Mexico conducted their the 1st ALOHA Cup, which was broadcasted on TV in one of the most important channels in the country. 4 teams, with 5 students of different levels each, had to perform different interactive challenges to become the winners. Participating schools sponsored this show.



ALOHA Spain has entered into an agreement with konvoko, an unidirectional and instant communication app in which schools can stay in touch with their students and their parents without using posters, flyers, newsletters, etc.

ALOHA Panama, as a marketing strategy, participated in one of the most important surf events for children in the country. T-shirts, with a creative surf themed design, were given to the children in Venao Beach the day of the event.



Major General John Gomes, Bangladesh Ambassador to the Philippines, was invited to the ALOHA Mental Arithmetic International Competition 2015. In spite of his busy schedule, he attended the competition; this proves his interest and support towards the education of the children. Some of our ALOHA students were honoured to receive their trophy from Maj. Gen. John Gomes.





## Pedagogical Theory of ALOHA Mental Arithmetic

It is commonly said that concrete manipulations are effective because they allow children to perform mathematics without understanding arbitrary written mathematical symbols. And that would explain in a simple way why ALOHA works, but this time we want to share some of the theoretical foundations that support our program.



**PIAGET'S THEORY & ALOHA**  
ALOHA abacus program is designed for children between 5 and 13 years in par with Piaget's Pre operational stage and operational stage. During the preoperational stage, children become increasingly adept at using symbols. The columns on the abacus create images (symbols) that children should interpret. The abacus beads create an image that the child should interpret in a numerical language.



**THE CONSTRUCTIVISM & ALOHA**  
From the constructivist approach, learning can be facilitated, but each person reconstructs his own inner experience. Then it can be said that knowledge cannot be measured because it is unique to each person, in their own internal reconstruction.



This also applies to the fingering technique that is taught in Kids program. Using 10 fingers to count upto 99 and performing addition and subtraction within 99. According to Piaget during concrete operational stage, children gain a better understanding of mental operations. In ALOHA program, children (in Tiny Tots or Kids program) slowly start using their "mind abacus" to do arithmetic operations.

For example, in the representation of number 6 on the abacus, visually there are 2 beads but lower bead has the face value of 1 and upper bead has the face value of 5.

Another important factor at this stage is conservation, the ability to understand altering a substance's appearance does not change its basic properties. In ALOHA the kid understands that each bead has a face value which must be taken into account while doing the calculations and not the no of beads itself.



## Pedagogic base of ALOHA Mental Arithmetic

In ALOHA program the students must understand how to do arithmetic operations on abacus initially and then doing calculations by visualizing the mind abacus. Creating the mind abacus is done through understanding the concept and then internalizing it. Each child develops their own style for visualizing the mind abacus.



ALOHA understands that each student has their own learning process. For some students the abacus learning is fast while others require more practice time to assimilate the new concept. But finally with practice, all the students of ALOHA are able analyze how they can apply all the basic rules of abacus to do arithmetic operations using the different columns like ones, tens, hundreds, etc. of the abacus.



The various activities of the ALOHA program allows children to learn while they play. Learning through play is more interesting and makes the learning less stressful. Activities used during ALOHA abacus teaching keeps the motivation of the students high and steady. The games are good for developing team spirit and interpersonal relationship as its conducted in groups.



**THEORY OF PLAY & ALOHA**  
The theory of play of Vygotsky states that he children's play is an essential mental and physical activity that promotes harmonious child development. The child needs the games not only to have pleasure and entertainment but also to learn and understand the world (this aspect is very important).

Research shows there is a positive relationship between level of motivation and effective learning. Surely now that you know part of the theoretical basis of the ALOHA program you are more convinced of their strength, effectiveness and benefits of childhood.





# ALOHA Star

## Mr. Arvinder Mann

***"Great things in business are never done by one person, they're done by a team of people" – Steve Jobs***

From 2012 to present day seems as though to be ages ago. However, for Arvinder Mann it seems to be just yesterday that he embarked on the adventurous journey of opening the first ALOHA Mental Arithmetic centre in Canada.

At 46, he shares with us his reflections on what ALOHA has meant for him and his family. He describes it as "a personal goal, which became a cherished family dream".

All the members of his family are involved in the ALOHA adventure: his wife, whom is the head trainer, and also a dedicated teacher. His oldest daughter is also a teacher as well. His younger daughter manages the office and his son, whom is the youngest enjoys being the "demo kid" of ALOHA, and shows parents and potential students what benefits the ALOHA program can hold for a child's development. Arvinder, who shows great happiness and gratitude, says "[his] family helps way too much!"

In 2011 he visited India to witness the National Level Competition in Surat, Gujarat that was attended by more than 5000 children. He was utterly impressed to see what children enrolled in the ALOHA program were capable of. Without hesitation, he signed with ALOHA International in order to bring the program to Canada.

Arvinder and his family live in Surrey, British Columbia, Canada, so it was quite logical that the first ALOHA centre opened its doors there. Today, they have successfully expanded in more regions of Canada, such as Ontario and Alberta. Not only do they have their centres as points where children can get involved in the program, but also recently they have introduced ALOHA program in schools.

Arvinder thinks they have managed to grow slowly but steadily in Canada. When he analyzes his hard work over the years, he says "There is a lot of work to do every day: promoting the program, maintaining quality classes, keeping parents informed, etc. All this without losing sight of our ultimate goal: Benefit more Canadian children with ALOHA. Every day we begin with renewed energy; full of confidence in ourselves and in ALOHA."

With great certainty in his thoughts, Arvinder says "ALOHA is successful in other countries and I am quite proud for sharing that success in Canada! My goal, right now is to expand all over Canada as soon as possible".

One element that helps him to maintain the tenacity of his work is the positive feedback he gets from parents and children enrolled in the program.

His heart is filled with satisfaction when he hears that parents are grateful with the program, because of the academic success these children have achieved due to ALOHA.



Hand in hand with the Master Trainer, Arvinder integrates all the ALOHA's learning and material, so that children can get the highest benefit from this program".

"Our success is based on teamwork. The commitment of her family and everyone involved with ALOHA in Canada is indispensable and invaluable in all they have done. I am extremely grateful to all of them", he says finally with a big smile on his face.

