



Educating Tomorrow's Leaders



Over 50% of all National Spelling Bee competitors use Hexco products. The year 2015 marked the 17th champion in a row to use Hexco products.



Exclusively by Hexco Academic

STARTS THE 2nd Week of APRIL!

Maximize your Spelling Performance Potential in 6 Weeks!

Make the most out of the remaining time to study! Our coaches are trained to utilize techniques that have proven to be successful since 1983.

- Organized lessons to "study smarter"
- Lists of words nearly impossible to guess unless you've seen them before
- Tips on "figuring out" words based on spelling rules and word roots
- Commonly misspelled words
- Major language families with focus on European languages
- Weekly practice tests and coaching
- Weekly encouragement, feedback, and assessment by email



Tuition

- 6-Week Crash Course - \$1700
- 8 PSC Sessions - \$1900
- 16 PSC Sessions - \$3100



View 'Coaching' pages on our website for more information. First-come, first-serve, spaces are limited.



Call US! 830-367-3825 or 800-391-2891
Information/Questions: hexco@hexco.com

www.hexco.com

Get the latest buzz!



How Hexco Products Performed in 2015

92%

... of all vocabulary words in the 2015 National Spelling Bee could be found in Hexco products; 22 of the 26 were in **Verbomania** or **New Nat's Notes**; one word was in **Blitz List**, and one was in **Bee Prepared***

1 out of 5

... contestants in the Semifinal rounds had used our **Personal Spelling Coach Program** for 20% of the field.

83%

... of spelling words* that were not on any official Scripps study list could be found in three of our products ...

- 41% were in **New Nat's Notes**
- 36% were in **Blitz List**
- 6% were in **Verbomania**

72%

... of the Semifinalists at the National Spelling Bee used at least one Hexco product.



*158 spelling words were not on any official list. Hexco does not include words on a provided list in statistics. Rounds 2 & 3 used words from Scripps' provided lists.

NEW Topical Lists - Formerly only used by our Coached Students!



Food Words eMentor helps students master all 878 words in the food section of the 2015-16 **Valerie's Supplement!** **Japanese Words** eMentor helps students master 438 Japanese words that are found in Webster's 3rd Dictionary. Studying sets of words with a similar theme is an excellent tool for learning large groupings of words, and our coaching staff uses this approach with many of their lists. The study of topical word lists can open doors for students to later become experts in specific fields of study. Read "New Spelling eMentor" section in this catalog and try free Demo online before you buy!

CODE	ITEM	PRICE
vse15	Topical List "Food" eMentor	\$49
vbookr	Topical List "Japanese" eMentor	\$49

Look for more topical lists in 2016!

Download last year's National Bee Words & More - FREE!
www.hexco.com/content/After_A_Spell.pdf

Phone 830-367-3825 or 800-391-2891 | orders@hexco.com

Valerie's Supplement

This travel-sized companion is packed with nearly 2,000 words, including 1,156 words from Spell It! Since topical word lists have been proven to help students learn new and challenging words by grouping similar words together by theme, this year we have **added a bonus of food words** hand-picked by our Word Wizards. The current year's *Supplement* is considered to be an intermediate to advanced level book (Note: the list of 450 Classroom words are not included). Look for *Valerie's Supplement Classics* on our website for out-of-print Supplement years: Paideia 1999 and 2006 are selling out fast!

Schools or Teams: 10 or more copies of the current Supplement is only \$9 per volume!

CODE	ITEM	PRICE
vs	Collectors' Val's Supplement NEW 2016, 2015, 2014	\$19
vsmore	Valerie's Supplement 'Food' Bulk pricing for 10 or more	\$9
vsc	Valerie's Supplement Classics Choose: '99, '02, '05, '06, '07, '08, '09, '11-'13	\$29

NEW Paideia 1995 eMentor

Hear the word and type in the spelling! **Methodically learn all the words in Spell It, or in Paideia 1995 (NEW!) or 2001, or 2006.** Read details of each eMentor product at this link:

www.hexco.com/spelling-ementor-new



Also -- try FREE demos from a PC or Mac computer with browser access; Chrome or Firefox recommended.

- » Audio Pronunciation
- » Phonetic Pronunciations
- » Parts of Speech
- » Definitions
- » Etymology

CODE	ITEM	PRICE
nsmse	Spell It eMentor 2015-16	\$95
nsep	Paideia eMentor '95 '01 or '06	\$149

Spell Buddy

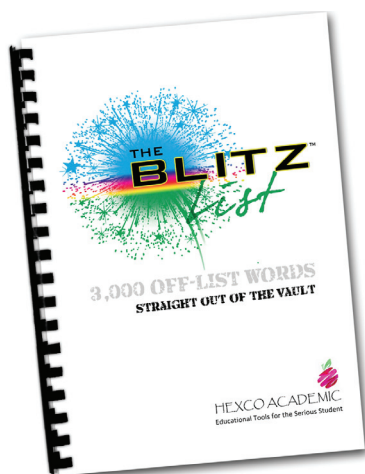
Assign grade-appropriate, vocabulary enriching words with 20 lessons per grade level! Words were compiled from all past Class and School bee lists and from the off-list words in the class and school bee pronouncer guides, plus comparable grade-level words. *Spell Buddy* can help students field 'off-list' words in school bees and beyond. There are no duplicates, although forms of some words are presented differently on occasion. Excellent for young spellers, spelling bee clubs, and home schooling. View inside on the web; the entire set (all 6 volumes) has 8,000 words, a significant word foundation! **SPECIAL - Buy any 6 or more Spell Buddy and/or Coach Manuals, get 50% off each book. Yes, you may combine Spell Buddy and Coach Manuals to qualify for this offer.**

CODE	ITEM	PRICE
nsbdy	Spell Buddy Grade 1-2, 3-4, 5, 6, 7, or 8	\$29
nsbdyall	Spell Buddy (all 6)	\$87
nsbdyc	SB Coach Manual Gr. 1/2, 3/4, 5, 6, 7, or 8	\$29



ALL eMentor Spelling Products

- Verbomania
- New Nat's Notes
- Blitz Lists 1 & 2
- Paideia '95, '01, and '06
- Spell Buddy Grades 1-2
- Food Words & Japanese Words



One-third of the NSB words found in our products were in the *Blitz List*.

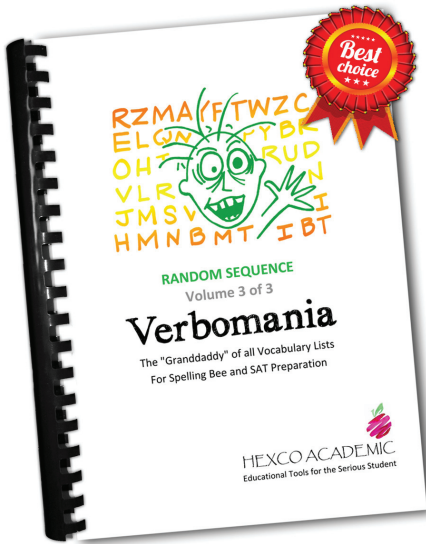
Blitz List & Blitz eMentor

In the 2015 National Spelling Bee, 64 words were in **Blitz List 1, 2, and 3**. Each volume contains 3,000 highly difficult words that were never seen in bees at the time of its release. Some words in Volumes 1, 2, and 3 have since been seen in the National Bee, but there are many more that could easily appear at the National level. The 2012, '13, '14, and '15 winners used all the available **Blitz Lists** in preparing for the Bee. This list is ideal for students who are looking for a solid list of obscure and challenging words. **Blitz eMentor** includes audio recordings of words; see product key to learn more about the eMentor format and try the free demo on this product's webpage. View inside pages are online!

CODE	ITEM	PRICE
blitz1	Blitz List 1 (released '12)	\$79
blitz2	Blitz List 2 (released '13)	\$79
blitz3	Blitz List 3 (released '14)	\$79
blitze1	Blitz eMentor 1	\$219
blitze2	Blitz eMentor 2	\$219

VIEW INSIDE this product online

Verbomania & Verbo eMentor!



Now in eMentor format!

Verbomania means "passion, craze, or obsession with words!" Containing 13,000+ vocabulary-enriching, SAT type words, this collection also includes definitions, parts of speech, pronunciations and language of origin. Learn a wide array of dynamic and interesting nouns, verbs and adjectives from the English language.

Verbo eMentor contains the same words with audio and allows spellers to practice their missed words on the computer until all words are mastered!

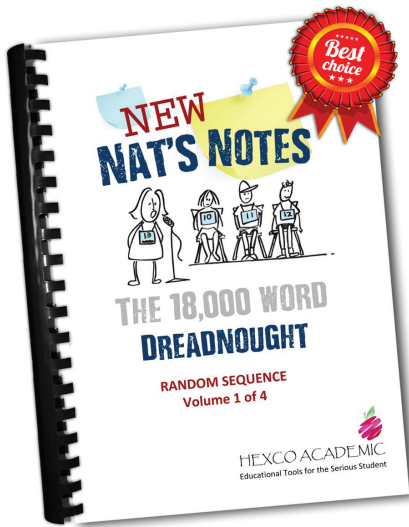
Random Sequence makes it harder to 'guess' the first few letters of a word simply from its alphabetical placement - ideal for quizzing straight from the book. Random Sequence also matches the order of Verbo eMentor.

CODE	ITEM	PRICE
vbooka	Verbomania Alpha book	\$99
vbookr	Verbomania Random book	\$99
vmene	Verbo eMentor	
	Volume: 1, 2, or 3	\$219
vmeneall	Verbo eMentor - Full Set*	\$570

*Verbo eMentor full-set is renewable at 50% off after a full-year. Please renew before your product expires or you risk losing your data such as missed words and starred words.

Nearly 60% of the words in the preliminary test in Round 1 could be found in Verbomania.

New Nat's Notes & New Nat's eMentor!



Now in eMentor format!

With 18,000+ words, **New Nat's Notes** is our largest challenging set of words geared toward those aiming for the highest reaches of competition. This collection is available in alphabetic and random sequence, and all words have pronunciations, definitions, and expanded etymology. New Nat's Notes is highly recommended for those who have already mastered Verbomania.

New Nat's eMentor includes audio and keeps track of errors until all words are mastered. See "New Spelling eMentor" page in this catalog to appreciate all of the unique features in this brand-new, intelligent interface released in Nov. 2015!

CODE	ITEM	PRICE
nnn	New Nat's Notes	\$175
nnnm	New Nat's eMentor	
	Volume: 1, 2, 3, or 4	\$219
nnnmall	New Nat's eMentor Set*	\$799

*New Nat's eMentor full-set is renewable at 50% off after a full-year. Please renew before your product expires or you risk losing your data such as missed words and starred words.

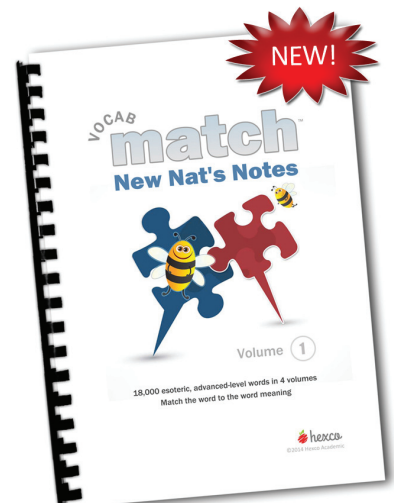
41% of the spelling words at the 2015 National Spelling Bee could be found in NNN.

Vocab Match - A challenging definition matching game!

Ideal for vocabulary enrichment, try this new definition matching book. If you already own New Nat's Notes or Verbomania, you can get any single printed volume or all printed volumes for 50% off! Includes words and definitions (only) for use in matching exercises. Look on our website for the online interactive version of this product (coming soon).

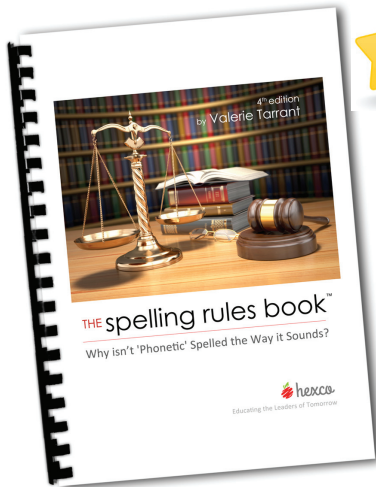
CODE	ITEM	PRICE
nnnm	New Nat's VOCAB MATCH (Book) Volume: 1, 2, 3, or 4	*\$40
nnnmall	New Nat's VOCAB MATCH All (Books)	*\$140
vmvm	Verbo(mania) VOCAB MATCH (Book) Volume: 1, 2, or 3	*\$40
vmvmall	Verbo(mania) VOCAB MATCH ALL (Books)	*\$100

*To qualify for 50% off discount off prices shown, you must have previously purchased the same volume(s) of New Nat's Notes, Mentor or Flips (or Verbomania, VerboMentor, or Verbo Flips).



Vocab Match also available in an online interactive app! Try FREE sample on our website and view more details.

Expand your Word "Knowledge" for Spelling Bees



Spelling Rules Book - UPDATED IN 2015!

Spelling Rules Book, subtitled, "Why Isn't 'Phonetic' Spelled the Way it Sounds?" is a 180+-page compilation that promotes less reliance on rote memorization and more on the understanding of languages. For example, students learn when to use *-ible* rather than *-able*, and they will never look at the *i-before-e rule* the same way again! Foreign language rules and an encyclopedic list of Greek and Latin roots with definitions and words derived from each is also included. For those interested in the more esoteric words in the English language, the author has included those types of lists with themes such as "funny double letters," and "funny first-letter combinations." There are also some words from unusual languages like Yiddish, Welsh, Dutch, and Turkish. While this book explains the rules, it also tells when the rules **don't** work. A true *sine qua non* for competitors! Updated in 2015 by the original writer, Valerie Tarrant.

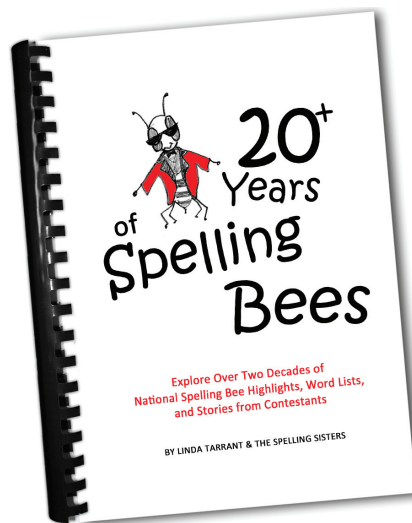
CODE	ITEM	PRICE
nsspbk	Spelling Rules Book	\$79

The Spelling Rules of Japanese - Video

- Step-by-step how-to video
- Patterns, sounds, vowel combinations
- Exceptions to the rules

Information on "d-stop" pronunciations is included, and live screen-captures demonstrate how to search for words based on word "parts." A downloadable .pdf Katakana chart is included. Preview online; purchase is a one-year subscription with online access.

CODE	ITEM	PRICE
L26598	Japanese Video	\$29.70

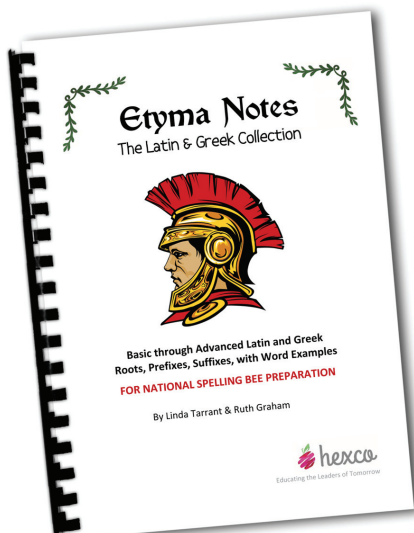


NSB words from over 2 decades

20+ Years of Spelling Bees

20+ Years of Spelling Bees is a collection of every *After-a-Spell* newsletter printed since 1991. The newsletter reviews each National Spelling Bee, analyzes words used, and presents articles written by top National Spelling Bee participants. Percentages of words found in our products, which were used at bees, are highlighted, and annual changes in the NSB are recapped. National and Regional Bee word lists are also included. View inside this product on our website before buying. A free copy of the most recent *After-a-Spell* can be downloaded FREE from our website at www.hexco.com/content/After_A_Spell.pdf

CODE	ITEM	PRICE
aftall	20+ Years of Spelling Bees	\$70



Etyma Notes and Etyma eMentor

BASIC TO ADVANCED LATIN & GREEK

Our four Basic and Intermediate volumes contain 150 roots, 50 prefixes, and 25 suffixes; our two Advanced volumes each contain 225 roots. **Etyma Notes** designates the above in book format, **Etyma eMentor** will utilize our new online spelling format with error tracking; **Etyma eMentor** is Hexco's online, browser-based etymology mastery tool. In our eMentor version, roots, prefixes, and suffixes are presented on the screen, and students are prompted to type in their answers. **Etyma eMentor** keeps track of errors until all elements are mastered.

their pronunciation sometimes varies depending on the word in which an element appears.

Many spellers who compete at the National level use our etymology products along with the *Spelling Rules Book*. The more patterns you know of various languages, the more valuable it is to know from which language a word originated.

CODE	ITEM	PRICE
ety6	Etyma Notes Latin+Greek	\$100
etyem6	Etyma eMentor ALL L & G	\$199
etye	Etyma eMentor Choose: Latin or Greek AND Beginning, Intermediate, or Advanced	\$40

Note there is no audio with this product due to the very short length of many word roots and



Fact: Over **60%** of words used in the English language have Greek or Latin origins.

FAQ: What is the Paideia?

In earlier years and until 2006, the Paideia was the annual Scripps' list of practice study words containing the NSB rules and approximately 3,000 to 4,000+ words arranged by category. Each page had a different category and words assigned to difficulty levels: Beginning, Intermediate and Advanced. In 2007, Scripps changed the annual study list to a booklet called Spell It! which no longer had a Scripps copyright, but instead, was copyrighted by Merriam-Webster. Originally containing 700 words, Spell It! was organized primarily by language of origin and contained spelling tips and suggested activities on each page. The number of words has increased to 1,000+ and the Spell It! list has remained exactly the same since 2009. Hexco offers 3 *Paideia eMentors* with words from 1995, 2001, and 2006 ensuring little overlap and providing spellers with many more words to help field "off-list" words at the National Spelling Bee.

HOW POINTS ARE ACCUMULATED (table)

	Number of Words Scored per Speller			Total Possible Points
	Multiple-Choice Spelling	Multiple-Choice Vocab	Oral Spelling	
Round 1	12	12	0	24
Round 2	0	1	1	6
Round 3	0	1	1	6
Ranking to Determine Semifinal Participants Based on 36 possible points - up to 50 may advance				
Round 4	12	12	0	24
Round 5	0	1	1	6
Round 6	0	1	1	6
Ranking to Determine Finals Participants Based on 72 cumulative points - up to 12 may advance				
Rounds 7 and up	0	0	1	



Meet the Spelling Sisters, who were the instigators of our business. (Left to right) Valerie is married, working for Veritas, and raising daughter Claire (7 years old) and son Taylor (4 years old). Natalie is a pediatrician in Austin with a 5 year-old daughter Cora. Huntley is working at Accruent in Austin after receiving her MBA from Harvard. All still participate in the workings of Hexco.

WHERE DID THE 2015 WORDS COME FROM?

NATIONAL SPELLING BEE ROUND 1 - Round 1 had 12 spelling words, and 12 vocabulary words, all were multiple-choice and words for the spelling section were pronounced by Dr. Bailly. No official list was provided for spellers for this round, but Hexco products fared well picking up 92% of the vocabulary words and 92% of the spelling words in Round 1.

NATIONAL SPELLING BEE ROUNDS 2 & 3 - Each of these rounds consisted of one vocabulary word per round. The Round 2 word came from Spell It and the Round 3 word came from the off-list words from Regional bees that spellers were given to study after they won their bee (*Sponsor Bee Guide*). Each word was worth 3 points and the points were added to the speller's composite score. (Note: Rounds 1-3 are called the "Preliminary Rounds.")

NATIONAL SPELLING BEE ROUNDS 4-20 - Rounds 4 and up used no provided study list, but the finalists used a total of 15 unique Hexco products among them. Of the 49 spellers who advanced to the semifinal rounds, 33 had purchased Hexco products. Of course we cannot account for those who are using Hexco books or software from a retired speller, but the numbers for those we can account for speaks volumes. One-fifth of the students who went on to the semifinals had used our Personal Spelling Coach program. Nine of the ten finalists were Hexco customers and performed outstandingly.



NEW Spelling eMentor

FREE eMentor DEMO LINK

<http://hexco.herokuapp.com>



SPELLING eMENTOR DETAILS

Browser-based, tracks progress for one user. Accessible for one year from any browser on a PC or Mac computer (currently not mobile, or iPad or iPhone compatible). Works best on Chrome or Firefox. Subscription only; good for one year from date of purchase. Non-refundable and non-returnable, sign up for FREE Sampler before you buy!

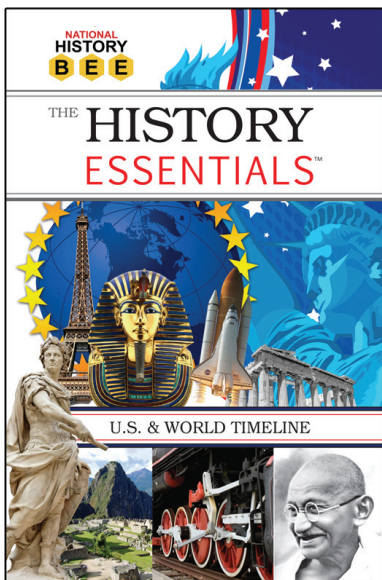
© 2015 Spelling eMentor, Hexco Inc.

KEY FEATURES of HEXCO's Spelling eMentor

- Saves missed words until all words are mastered!
- Saves results when you login and log out
- Keeps track of progress
- Contains audio, phonetic pronunciations, word origins, and definitions
- Select "All Words Ever Missed" to make sure you never miss those words again!
- Perfect "All Words Missed on the Last Attempt" (Note, this means your last attempt at the word). Hint: Keep working on words in this list until you get this number down to zero words missed on the last attempt.
- Work on your "Starred Words" – While you are studying, you can "star" words that you want to study more later. (Note, you can "unstar" words at any time)
- Ask for the next letter in a word
- Ask to show the whole word if you don't know how to spell a word
- Attempt all words in any set at any time to keep perfecting your spelling
- No need for a mouse. Just type and click 'enter' on your keyboard to go through words quickly!



National History Bee & National Geographic Bee Products



View "Contests" at www.hexco.com to see our uniquely specialized products for the National History Bee and National Geographic Bee! We also offer Personal Coaching for the National History Bee and encourage our customers to sign up for this challenging, fun contest! Register at www.historybee.com.



HEXCO ACADEMIC
PO Box 199 | Hunt, TX 78024



Advanced Spellers' Catalog & News for 2016

17 NSB winners in a row have used Hexco products.



FUN FACT #1
72% of the 2015
National Spelling Bee
Semifinalists used at
least one Hexco product.

www.hexco.com



Congratulations on a phenomenal spelling performance!

www.hexco.com