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ORINDA--GOLDEN GATE STUDENT LAUNCHES POCKET GLOSSARIES TAILORED FOR BOYS, GIRLS AND PARENTS WHO WANT TO LEARN THE LANGUAGE OF TEXT MESSAGING ON THEIR CELL PHONES AND COMPUTERS

Golden Gate MBA graduate Christine Temple-Wolfe has recently created and launched **My Textalk™**, an online texting community and pocket glossaries tailored to “tween” ages 10-17 and their parents. After recently finishing classes to complete the MBA program, Christine developed the idea, hired the designers and built an online community and the pocket glossaries.

“Education is one of the best personal investments one can make. Whether you are just starting out and learning the fundamentals of your chosen field, updating your skills, or expanding your horizons and your expertise, you will acquire knowledge and tools that can help you move ahead in your career,” said Marketing and Public Relations Chair of Golden Gate University, Blodwen Tarter, PhD.

“I realized that there was a need in the market and I honestly wanted to pursue my own ideas in addition to working for large companies to achieve their business goals. This has been a labor of love and after working for corporations for almost 18 years, I wanted to bring to life something of my own,” said Temple-Wolfe.

Putting her business experience and new academic knowledge to bare, Temple-Wolfe has managed to oversee the design, trademark, writing, focus groups, packaging, printing, sales promotions, public relations, database development, online development and channel development process. While time-consuming, the project has allowed her to employ all of her knowledge and skills.

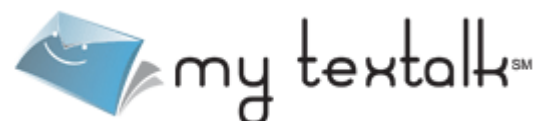
“I have used my personal income from consulting to fund this effort. Attempting to apply good business practices learned at Golden Gate and throughout my business career, I have set a time limit and a financial investment limit for this project. If the product gains traction, I’ll begin the second and third phases of my business plan. If it doesn’t, I’ll simply let it go as a lesson learned,” said Temple-Wolfe.

Temple-Wolfe developed the online community first and then the pocket glossaries to be sold online as well as in stores throughout the Bay Area. “We take these terms and create fun, **My Textalk™** pocket glossaries customized for boys, girls and parents to learn the language of texting,” said Temple-Wolfe. “And each pocket glossary contains over 1,000 texting terms and is growing daily,” she said.



Launched in December, Temple-Wolfe hopes to be in retail stores by spring. Currently **My Textalk™** pocket glossaries are sold online at www.mytextalk.com for \$8.95 each.

As the language of the Facebook generation, text messaging is a subjective language invented by cell phone and IM users to quickly communicate with friends and family. As an alternative to time consuming emails, text messaging enables users to abbreviate words and sentences to get



their ideas across faster without having to type in full words and sentences.

“My Textalk is a new concept long overdue,” said Temple-Wolfe. Cell phone and computer instant messaging is not a new phenomena. But collecting this language into a booklet and digital form is new.

The terms that are being collected online at www.mytextalk.com are typically submitted by students. As kids create their own language, they are selected for our printed pocket glossaries. The pocket glossaries are updated frequently and published with new covers, new content and new entertainment content. Not only will they receive the most up-to-date texting terms, but each version is customized for their gender. As kids were consulted about the pocket glossaries, they revealed that they would also like to have entertaining content snippets such as trivia, factoids and information on the opposite gender.

Because children who start using cell phones are also at the age where they are just learning about the opposite sex, we have collected age-appropriate information about each gender and shared with their counterparts. We then take the boys’ perspectives and print “snippets” throughout the girls’ pocket glossaries. Focus groups and online discussion groups are leveraged to gain insight into each child’s perspective. These invaluable social learning opportunities can happen in a safe and autonomous environment, helping children learn about each other in a fun, inexpensive way.



“Golden Gate University's focus on professional education for working adults with practitioner-scholar instructors is intended to help students do just what Ms. Temple-Wolfe is doing: realize their dreams. That may mean starting your own business to meet a need in the marketplace or growing in a large corporate environment. GGU offers graduate programs in business, tax, and accounting that can help you grow professionally, " said Tarter.

Temple-Wolfe created the product to help both kids and parents bridge the communication gap. “Based on our focus groups and sales promotions, the market will love these pocket glossaries.

Those we introduced the product to were giddy and looking forward to finding them in stores by the Holidays. Many of the girls wanted to buy it as a gift for their girlfriends. And parents really were engaged to learn more about their children’s new language. At \$8.95, they were eager to get their hands on them, “said Temple-Wolfe.

The producers of **My Textalk™** will be continually conducting focus groups with all ages to refine the idea and present more entertainment value with the texting pocket glossaries.

Christine Temple-Wolfe is owner of Excel in Marketing LLC, a virtual East Bay strategic marketing firm that employs consultants from all over the state to support Fortune 500 companies and start-ups. Temple-Wolfe will graduate with an MBA in December 2007. For questions about **My Textalk™**, call Christine Temple-Wolfe at 925-876-7191 or go to www.mytextalk.com for more information.

