

## Paying it Forward: A Legacy of Inspiring Excellence

A lot has changed in the last 40 years—technology, education, the environment, and so much more. However, one constant over the past four decades is Bobbi DePorter, a woman who has held fast to one mission since 1982: to help young people live their best lives.



Bobbi DePorter

“The greatest challenge of our time is to help young people discover who they really are and develop a core of strong principles that give meaning to their lives. Only then can they make a positive difference in the world and lead a joyful, fulfilled life,” says Ms. DePorter.

More than 20 million kids worldwide have been reached through her student programs and through educators trained in Quantum Learning, who discover this “real measure of success,” as Bobbi calls it. Her company, Quantum Learning Network, has operated Quantum Learning school programs and SuperCamp learning and life skills camps since 1982. Her vision continues to reach a critical mass, where children everywhere make a shift to “*I am enough and I can make a difference.*”

SuperCamp, held in multiple countries, has celebrated more than 85,000 graduates and Quantum Learning Education has worked with thousands of schools and school districts in creating more positive cultures and engaging instruction.

### Bobbi’s Story

Before taking a closer look at how Quantum Learning and SuperCamp have been able to make such a profoundly positive difference on young people from elementary school through college, here’s a closer look at the woman who made her vision of wanting every child to feel good about the person they are a reality.

Bobbi was happily married with two young children when she started to sense a gut feeling that she was meant to do something more. As Cheryl Richardson said in *Waking Up in Winter*, “The voyage begins with a call for something more, something deeper and more aligned with who we really are.”

She applied for a job at Hawthorne/Stone, a San Francisco real estate firm that was high energy and success-focused, and had a revolutionary attitude toward doing business. Despite her lack of experience, she was hired and, amazingly, closed a deal equal to her annual quota on her first day! Her success grew from there and she soon became a junior partner in the company.

Not long after, one of the partners, Marshall Thurber, came to Bobbi with an idea of creating a business school that would teach entrepreneurs and business executives the principles that made their real estate firm so successful. In 1978, they founded and launched the Burklyn Business School.

### **Dr. Georgi Lozanov**

A massive inspiration and turning point for Bobbi occurred during the early days of the business school. She and her partner brought Dr. Georgi Lozanov to the U.S. to train them in his revolutionary teaching methods, and Bobbi hosted him for the duration of his stay. Bobbi's time with Dr. Lozanov was life-changing . . . for her and for those who later experienced her programs. Dr. Lozanov, a Bulgarian professor, developed what is now known as accelerated learning, which eventually became the model for Bobbi's Quantum Learning teaching methods used to this day at SuperCamp and in the Quantum Learning school programs.

Soon after Dr. Lozanov's visit Bobbi and Marshall incorporated his principles into the business school and people took notice. A Harvard professor wrote a business case study on the school, in which he stated that its students were learning in six weeks what other business schools taught over two years.

### **A Setback Leads to a Powerful Realization and a New Direction**

It was after two years with the business school that Bobbi experienced a major financial upheaval. In trying to raise money for the school, she and her business partner got involved in a "no-lose" investment opportunity involving options. After working well for the better part of a year, the bottom dropped out. Bobbi's assets went to near zero. She lost almost everything, including her house.

It was a painful loss for Bobbi, but out of it came a powerful realization: no one can take away ME . . . my values, hopes, dreams and skills. During this difficult time she also reassessed how to pursue her vision of helping people change their lives for the better by living in alignment with who they really were.

The business school survived, and thrives to this day, but Bobbi redirected her passion to a new idea that germinated from her time at Burklyn—the idea that a program similar to the business school could be developed for youth. Bobbi began to wonder what life might be like for people if they could get to that transformational experience of aligning their lives with their values earlier in life. She was about to find out.

### **SuperCamp**

Bobbi developed the idea for SuperCamp with two associates. The vision from the beginning was that it would be a life-changing experience where kids would discover the vast power within their own identities. They wouldn't approach school or anything else the same way again. They'd live their teen years full of confidence and enthusiasm.

The premise of SuperCamp when conceived in 1982 was that every child has a hidden genius. The goal of the camp then and still today: to help them find it and bring it out.

*“SuperCamp gave me a lot of strength and courage to do things in life that I wouldn’t normally do.”*

—Ali Fedotowsky-Manno,  
American entertainment journalist, TV host

The first camp was held in Lake Tahoe, California, with 64 students and a long waiting list. They were able to accomplish a lot in the 10-day camp because the kids were in an environment of excellence, modeled by the SuperCamp staff, twenty-fours a day for the full 10 days.

At the closing celebration for that first camp, Bobbi listened closely to what the participants shared, particularly the youngest student. A small, shy boy, he stood in front of the entire camp and said how much he had gotten from the experience to thunderous cheers from the other students. At that moment, knowing that this boy would never be the same, Bobbi committed her life to helping young people discover who they really are so they can lead joyful, purposeful lives. Remembering the gift she was given by Dr. Georgi Lozanov so many years earlier, Bobbi decided to pay it forward from that day on.

SuperCamp expanded to four camps in its second year and it continued to grow from there. Its reach also began to spread. It started attracting kids from other countries, which gave Bobbi and her business partner and husband, Joe Chapon, the inspiration to take SuperCamp international. Within the next few years, SuperCamp programs were held in Moscow, Singapore and Hong Kong. To date, SuperCamp has been held in more than 20 countries.



SuperCamp at Stanford University

Many of the kids attending SuperCamp in recent years are second-generation campers. Having experienced personal breakthroughs at SuperCamp, parents are now sending their sons and daughters. SuperCamp grad *and* grad parent, Kelly Bowen, said, “It’s super fun to look at where my life has led and see how SuperCamp infused its way into my being. And to share all of that now with my daughter, Aidyn, who is attending for her second time this summer!”

While so much has changed since the first SuperCamp in 1982, the need to help young people gain a strong sense of self is more relevant and critical today than ever. Peer pressure and bullying at school have reached epidemic proportions. The relatively recent phenomenon of social media unfortunately contributes to today’s youth often feeling inadequate.

## **What is Success?**

Kids are inundated in all forms of media with celebrities, athletes, politicians, business people, and other everyday individuals getting notoriety for exhibiting bad and boorish behavior. “Success” is being misinterpreted, and is now often seen as how popular you are, what top college you get into regardless of how you get in, or how much money you can amass as quickly as possible in your career.

*“SuperCamp is the reason I want to work with people and impact lives today.”*

—Chicka Elloy, Senior Director, Global Strategic  
Talent Management, BCD Travel

So many young people today create a fake persona, whether it’s to fit in with a group at school or to portray themselves to parents in a way they think they want them to be. Far too many kids think that who they are is not enough. When they leave school and apply for a job, not only do they not know their true self, but they often present some other image in social media, which can hurt their employment chances when a prospective employer does a little digging online.

Without being true to themselves, without having the confidence to express themselves honestly, young people grow up not feeling good about themselves and not having a clear picture of their values and what success means to them. As a result, they go through life falling short of making a meaningful difference in the world.

*“SuperCamp encouraged me to step out of my shell and become even more positive and confident.  
This confidence led to my applying to join Model United Nations in ninth grade,  
which led to my current position and continued involvement.”*

—Ibrahim El-Kazaz, Conference Manager,  
Best Delegate, Model United Nations

## 8 Keys of Excellence

So how is SuperCamp so successful at helping young people discover their true self? It begins with the 8 Keys of Excellence principles to live by. These principals are foundational to SuperCamp. From the beginning of SuperCamp, Bobbi believed that without principles a person is living without character. Our principles define who we are. So she developed the 8 Keys of Excellence, which youth attending SuperCamp and elsewhere, embrace, learn *and* live.



### **8 KEYS OF EXCELLENCE**

INTEGRITY – Match behavior with values

FAILURE LEADS TO SUCCESS – Learn from mistakes

SPEAK WITH GOOD PURPOSE – Speak honestly and kindly

THIS IS IT! – Make the most of every moment

COMMITMENT – Make your dreams happen

OWNERSHIP – Take responsibility for actions

FLEXIBILITY – Be willing to do things differently

BALANCE – Live your best life

*“SuperCamp and the 8 Keys of Excellence are a part of our family at a cellular level.”*

—Patti Brucki, English Teacher,  
Quantum Learning facilitator

The fact that SuperCamp can have a lifelong impact on a young person who may attend just once is a testament to the accelerated learning model Bobbi learned from Dr. Lozanov and to the influence of one other individual who was a long-time mentor to Bobbi: Richard Buckminster Fuller. Following a life-changing experience, “Bucky” committed his life to finding what a single individual could contribute to changing the world and benefiting 100 percent of humanity. His teachings, especially on how a change in environment can lead to a change in the person, are foundational to SuperCamp and Quantum Learning.

Students at SuperCamp gain valuable life skills and learning-how-to-learn skills not taught at schools. And through their experience at SuperCamp, students learn about themselves. They learn who they are *at their core*—and they learn to like who they are. They learn that by sharing their real selves, people react positively, making it easier to build genuine friendships. They learn how to set meaningful personal goals and overcome obstacles. Through a series of “success moments” that evolves during their time at SuperCamp, students increase their self-confidence and build their intrinsic motivation, finishing the program with the sincere belief that they can and will achieve their goals.

*“My life-changing experience at SuperCamp motivated and empowered me to write this book.”*

—Emma Aaron, author, *#SUCCESS: How Teens  
Can Create Their Own Brilliant Future*

Through the influence of Dr. Lozanov and Bucky Fuller and the unique principles Bobbi acquired at Hawthorne/Stone, SuperCamp is a unique experience where learning is fluid and dynamic, success is effortless, and relationships are the center of everything.

## **Quantum Learning**

SuperCamp was in its eighth year when Bobbi began getting feedback from teachers and principals who were noticing changes in their kids after attending a summer program at SuperCamp. They asked Bobbi if the same “Quantum Learning” methods used by SuperCamp facilitators could be taught to teachers and school administrators so a much larger number of young people could achieve the transformational experience that SuperCamp grads enjoyed.

Bobbi responded to those questions by producing a Quantum Learning program for schools. The first “QL” school program for teachers and students took place in Georgia in 1989. From the outset, Quantum Learning was about engaged, meaningful, joyous learning in an environment that enhances the receptiveness to learning.

Fast forward 40 years and Quantum Learning is in thousands of schools and districts, with more than 100,000 teachers and millions of students having been reached. QL is woven deeply into the fabric of many school

districts across the U.S. Take the Cypress-Fairbanks Independent School District in Houston, for example. CyFair adopted Quantum Learning methods more than 15 years ago. After several years of training from QLN, they now have more than 20 teachers who have been trained as site QL facilitators, enabling them to train other teachers throughout the district of over one hundred thousand students. In addition to their ongoing use of Quantum Learning during the school year, the district runs a three-week QL-directed math program each summer for 500 students.

Bobbi and associates recently launched a program in which Quantum Learning teachers and administrators can become “QL Certified.” Attaining a certification recognizes an individual’s commitment to the ongoing practice of becoming a more competent and confident educator able to achieve desired results.

In Malaysia, the Taylor Education Group, which operates 18 K-12 schools and a university, is embracing Quantum Learning in a big way. Two of the schools have been designated for in-depth Quantum Learning development. Lead teachers are immersed in Quantum Learning training, as are “guides” a level below the lead teachers, who support ongoing study and practice. Taylor Education Group’s goal is to make each of these schools a QL School of Distinction within three years.

*“As a superintendent of a large urban school district, I saw the results that the Quantum Learning System brought to the classroom and community . . . for all educators looking to make a breakthrough in their teaching and learning skills.”*

—Larry Perondi, Superintendent, Retired,  
Oceanside USD, California

As in SuperCamp, the 8 Keys of Excellence are fundamental to Quantum Learning school programs. The 8 Keys have been adopted by individual schools, large school districts—and even entire cities!

*“If the 8 Keys of Excellence was in every school in America and being taught in the homes, it would literally transform the country.”*

—Jack Canfield, Co-Creator of the  
*Chicken Soup for the Soul* series



*Bobbi and Joe Chapon under 8 Keys banners  
sponsored by businesses in Oceanside, CA*

Implementing the 8 Keys of Excellence in school districts has had significant results. Superintendent Larry Perondi of the Oceanside Unified School District (OUSD) stated in 2011, “I believe making character the number one priority in our district is crucial to our success. We must train our leadership in effective and meaningful implementation to gain the achievement levels we desire.”

*“The 8 Keys program has given the school a common language.”*

—Debbie Dickson, Teacher, Reynolds Elementary

Following implementation of the 8 Keys of Excellence, suspensions in OUSD decreased from 2,602 in the 2011/2012 academic year to 1,314 in 2012/2013. As the amount OUSD receives from the state is \$32 a day per student for average daily attendance (ADA), and the average suspension is three days, this 50 percent decrease in suspensions increased the average daily attendance and generated more than \$124,000 for the Oceanside District.

*“I wouldn’t be where I am today if it weren’t for the 8 Keys”*

—Successful student, Jefferson Middle School

## **The Future**

SuperCamp and Quantum Learning have made an enormous impact on millions of young people worldwide, some of whom today are business leaders, entrepreneurs, educators, doctors, and athletes. These include people such as Todd Forman, a Harvard grad family doctor, musician, and athlete of the year in California; Austin Woody, who became the youngest-ever Board of Trustees member of Santa Clara University and is now Head of Mergers & Acquisitions of Upland Software; Gretchen Bleiler, snowboarding icon and Olympic medalist; and publisher/serial entrepreneur Clint Greenleaf, to name a few.

*“SuperCamp gave me the confidence to meet any challenge in the classroom.*

*The 8 Keys teach us that being smart is not about having a big brain.*

*Being smart is about listening, communicating and caring deeply.”*

—Todd Forman, MD, Professor of Medicine, USC,  
Musician/Composer

Many more SuperCamp graduates and former Quantum Learning students aren’t captains of industry. They’re parents, teachers, youth sports coaches, artists, web developers, salespeople, everyday people who are making a difference in the world in their own way.

*“SuperCamp was the most important highlight of my teen years! I pursued my teaching degree*

*thanks to this camp. SuperCamp allowed me to find and establish my dreams.*

*They made education fun. Thanks to everything I learned there, I have fulfilled so many of my goals.*

*Thanks SuperCamp. You really changed my life!*

—Laura Adkins, school teacher

What is Bobbi's vision as she had reached 40 years of making great kids greater through SuperCamp and Quantum Learning programs? Through the QL Alliance, her unwavering mission to attain – a critical mass of individuals who've discovered who they really are and making a positive difference in *their* world – continues and is being paid forward through the Quantum Learning LL and Quantum Learning Global, newly organizations founded by long-term staff members who are paying it forward!