

**By Maryanne Kocis MacLeod**  
**Macomb Daily Staff Writer**

When [Jennifer Tuttle](#) turned on the TV early one November morning in 2005, Jake Steinfeld, entrepreneur and fitness pro, was announcing that night's deadline for his \$250,000, small business competition, "Live your Dream."

Most people would shrug their shoulders, change the channel or take another slow sip of java.

Instead, [Tuttle](#), who was on leave from her job as an elementary school teacher with L'Anse Creuse to be with her children, Emma and Joe, at the time two years old and six months respectively, raced to the store to buy Steinfeld's motivational text, "I've seen a lot of famous people naked, and they've got nothing on you: Business Secrets from the Ultimate Street-Smart Entrepreneur" (AMACOM/American Management Association, \$21.95.)

She then penned a 75-word essay describing the business plan she'd been mulling for years: a system that teaches children multiplication tables through music, movement, visual aids and chanting.

[Tuttle](#) beat out 11,000 contestants for the grand prize and on June 12, her revolutionary system, the MathMosis music CD, launched online.

The pop-style learning and entertainment tool, sung by two of [Tuttle's](#) former students, Matthew Buchanan, 12, of Chesterfield, and Chantelle Adkins, 12, of Romeo, subliminally teaches children multiplication by counting by multiples.

"As a kid, I struggled with math," said [Tuttle](#), who has a music degree. "As a first-and second-grade teacher, I saw that all kids learn in different ways. Most are musical learners, others learn by chanting. I started using that information to teach math with music, movement and visual aids."

The results were spectacular.

"The system gives kids a strategy for learning," [Tuttle](#) said. "With MathMosis, I've seen even two-year-olds count by fives. They might not understand what they're doing, but this lays the ground work."

The key, however, to unlocking basic understanding of math and multiplication, [Tuttle](#) stressed, is in exposing children before elementary school.

"Kids learn more between 2 and 5 than they do all the rest of their lives," [Tuttle](#) said. "They're little sponges. MathMosis helps multiplication make sense, instead of just being about memorization."

In addition to being educational, MathMosis is also engaging said JoAnn Agosta, a first-and second-grade teacher at Atwood Elementary in Chesterfield, and mother to two-year-old Adriana.

"After I played it a couple of times, the kids at school were begging for it," Agosta said. "It's great for all ages; Adriana loves it, too. I play music for her fairly regularly, instead of having the TV on all the time, and she really enjoys (MathMosis). She asks for it specifically."

MathMosis encourages kids to jump up and down while singing or chanting as they count.

Later this year, Tuttle will release posters that provide a visual aid for her program, and other supplemental materials as well.

“Multiplication is one of those things that parents and schools have to work together on,” Tuttle said. “MathMosis gives everybody a chance to start early and succeed.”

MathMosis Music is available at [www.mathmosis.com](http://www.mathmosis.com) or by calling (877) 220-MATH.



Macomb Daily staff photo by Craig Gaffield

Chantelle Adkins of Romeo and Matthew Buchanan of Chesterfield Township star in a new CD that combines upbeat music with math facts to teach youngsters their multiplication tables. Developed by a L’Anse Creuse school teacher, the video retails for \$15.95 and can be ordered at [www.mathmosis.com](http://www.mathmosis.com)