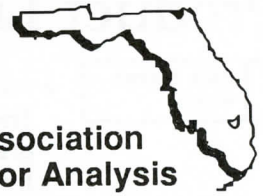


# The OFFICIAL "Behavior Counts" Catalog

1993 Catalog

Clothing, gifts, and souvenirs for the  
Behavior Analyst who wants to make a  
visible statement

**FABA**



the  
Florida Association  
for Behavior Analysis

# Behavior COUNTS

***"How can I show my support for the science of  
behavior and profession of Behavior Analysis?"***

One way to support your profession is to splash our motto all over the front of your sweat-shirt. Or carry our handsome coffee mug to your next faculty meeting. The art-print quality poster on your wall says, "Behavior Analysis is alive and kicking". The bumper sticker on your car spreads the word throughout the community.

BEHAVIOR COUNTS says it briefly, but with emphasis. Understanding BEHAVIOR is the most important challenge facing us today. Attitude is interesting, cognition is confusing, intention is passe. BEHAVIOR is where it's at. BEHAVIOR is important.

COUNTING behavior is equally important to the behavior analyst. We insist on baselines before interventions, we COUNT on our data to tell us if we have made a difference. BEHAVIOR can be counted. BEHAVIOR should be studied. BEHAVIOR IS IMPORTANT.

The Florida Association for Behavior Analysis has adopted BEHAVIOR COUNTS as its official motto. We're trying to spread the word about the science of behavior and the profession of Behavior Analysis. If you would like to help, select a few of our high quality products and support the field.

# Here's our 1993 Product Line . . .

## SR+ Sweat Shirt

- **POSITIVE REINFORCEMENT SWEAT SHIRT.** This new product expands our line with a great new "college style" emblem on the front and a catchy message on the back: "How to win friends and influence behavior." Blue and white lettering on grey in XL, L, M sizes. \$20.00.

## SR+ T- Shirt

- **POSITIVE REINFORCEMENT T- SHIRTS.** Classic college style t-shirt with blue and white lettering. Available in XX-Lg, X-Lg, Lg, and Med sizes. \$15.00 each.

## B.C. License Plate

- **LICENSE PLATE.** "Behavior Counts" license plate. Increase the value of any car with our standard size BEHAVIOR COUNTS license plate with the red and black logo etched on a white aluminum plate. Guaranteed to last and leave a lasting impression. \$5.00 each.

## B.C. Pen

- **PEN.** "Behavior Counts" ballpoint pen. Impress your colleagues with this coveted item. Blue with blue ink. \$1.00 each.

## B.C. Memo Pad

- **MEMO PADS.** Great as a way to say "Thank you" and spread the word at the same time. 5x8 inches, lined, with our BEHAVIOR COUNTS logo in bright red at the top. \$1.50 each.

## B.C. Travel Mug

- **TRAVEL MUGS.** High impact plastic, 10oz guaranteed non-tip. Perfect for the dashboard as a reminder of the importance of behavior as you drive to work. \$5.00

## B. C. Sweat- Shirt

- **BEHAVIOR COUNTS SWEAT SHIRTS.** Available in two colors (white and grey) X-Lg, Lg, and Med sizes. "Behavior" is in lipstick red, "Counts" is in black. \$15.00 each.

## Beh. Counts Coffee Mug

- **COFFEE MUG.** Beautiful white china 10 Oz. mug. Great for starting conversations at a party or meeting. "Behavior" is bright red, "Counts" is in black. \$5.00 each

## Beh. Counts T-Shirt

- **T-SHIRTS.** Our most popular item. Makes a great gift. Available in three colors (white, ash, and black) in all sizes. \$12.00 each.

## Beh. Counts Poster

- **ART PRINT POSTER.** 17 x 22 inches, hot pink on black, suitable for framing, a collectors item guaranteed to generate questions and comments from students, colleagues and friends. \$3.50 each, comes shipped in a sturdy mailing tube.

## B.C. Bumper Sticker

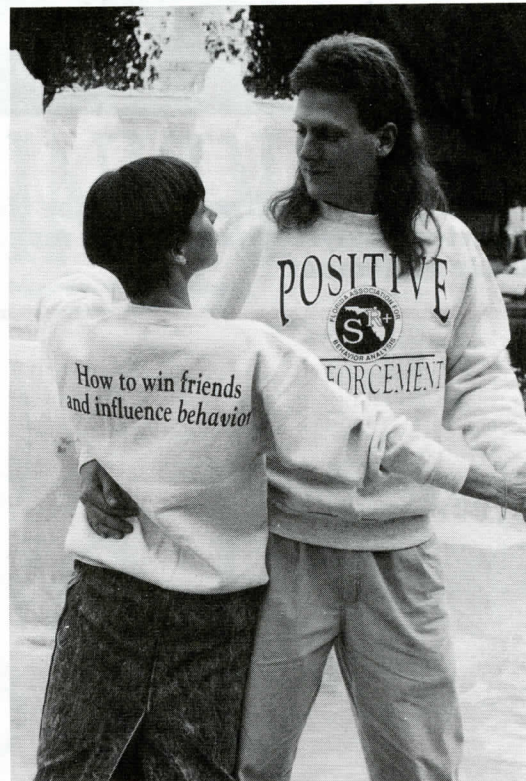
- **BUMPER STICKER.** Go public with these little gems that can be applied to any suitable surface. Weather resistant yet easily removeable. Hot pink on black. \$1.50 each or 10 for \$12.00.

## B.C. Plan Board

- **PLAN BOARD.** My "Behavior Counts" Plan Board is an attractive plastic coated erasable 8 1/2 x 11 inch weekly data board. The board features a magnetized back for posting on any metal surface and a grid with the days of the week and target behaviors. Our "Behavior Counts" Plan Board comes with its own erasable pen. \$5.00 each.

## B.C. Baseball Cap

- **BASEBALL CAPS.** Beautiful, high quality white cotton cap with embroidered BEHAVIOR COUNTS logo in bright red and black. Get the edge on your competition on the tennis court or golf links. \$15.00.



MariaLynn Kessler and John Austin model our newest POSITIVE REINFORCEMENT sweat shirts



How to win friends and influence behavior.

# REINFORCEMENT



# POSITIVE

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Florida State University  
Tallahassee, FL 32306

*Behavior*  
COUNTS

**SUPPORT YOUR SCIENCE.  
SUPPORT YOUR PROFESSION.  
MAKE A VISUAL STATEMENT.**