



& ASSOCIATES INC.

Public Relations for the
Education Industry



Dairy Dispatch

You Can Never Have Enough Cheese in Your News

The Roots of Ginger

Ginger has a long and well-documented history of culinary and medicinal use, not only throughout Asia, but in the Roman Empire. Chinese herbalists traditionally use ginger to expel cold and restore depleted yang. The most widely known use of ginger today is for nausea. The Chinese believe it stimulates and strengthens the stomach. In India, too, ginger has traditionally been used to treat “cold” conditions – nausea, cough, colic, heart palpitations, swelling, dyspepsia, and rheumatism. It also was applied as a paste to the temples to relieve headache.



The forerunner of modern gingerbread was apparently an ancient Greek digestive aid. They would follow a big meal with a piece of ginger wrapped in bread. Over time, ginger was incorporated into the bread. When trade brought the spice to Europe, it became almost indispensable very quickly, and its use in confectionery was born. Here the Greek gingerbread evolved into a sugary cake that proved very popular – gingerbread!

Source: www.hungrymonster.com/FoodFacts/Food_Facts.cfm?Phrase_vch=Ginger&ttl=4

Spicy Snippets...

Key Curriculum Press Releases Second Edition of Interactive Mathematics Program

Less than half of America’s high school graduates are prepared for college-level math and science. In response, many educators have turned to the *Interactive Mathematics Program*® (*IMP*) from Key Curriculum Press. The four-year high school curriculum, designed and in partnership with the National Science Foundation, is an integrated, problem-based program that offers challenging content and emphasizes mathematical reasoning. *IMP*’s approach helps students learn to think creatively and critically, and teaches them to draw from many areas of mathematics to solve real-life problems. Studies show that compared to students in traditional mathematics high school courses, *IMP* students have significantly higher overall grade point averages and score as well or better on standardized tests such as the SAT. For more information on the *IMP*, visit www.keypress.com/x5436.xml.

PBS TeacherLine® Partners with Just ASK Publications

Professional development content for teacher leaders and mentors from Just ASK Publications will be incorporated into *PBS TeacherLine Peer Connection*, an expansive online suite of media-rich resources, instructional strategies, and tools that support educators with coaching and mentoring responsibilities. Through the partnership, *PBS TeacherLine Peer Connection* will feature additional professional development modules focused on a broad range of practical teaching strategies that school-based professional developers can use immediately with their peers in any subject area. The topics covered include assessment, using data to improve instruction, structuring a learner-centered environment, and lesson planning. Just ASK Publications provides products and services for educators that facilitate a shared understanding and use of best practice in teaching, learning, and leading in classrooms, schools and districts in the 21st Century. For more information, go to www.pbs.org/teacherline/peerconnection.

CoSN Releases New Ethical Standards for CTOs

Helping its members maintain the highest principles, CoSN has released its first-ever Ethical Standards & Code of Ethics for school district level chief technology officers. Adhering to CoSN’s new Code of Ethics will uphold a CTO’s responsibility to be an education technology leader. The Code states a CTO’s “decision-making must always support the district’s responsibility to provide education opportunities to each child that will enable students to graduate prepared for the future.” It continues to read that decisions should align technology in support of district goals and strategic directions, and emphasize accountability and results. CoSN developed the Code and Standards to define and clarify the ethical expectations for CTOs. To view the full text of CoSN’s Ethical Standards and Code of Ethics, visit www.cosn.org.

Freshly Baked News...

Sebit Sponsors Blogs for Leading Industry Experts

Sebit, LLC, developer of *Adaptive Curriculum*, is proud to announce the sponsorship of two educational technology blogs, *Ed Tech 4 Science* and *Ed Tech 4 Math*, which showcase the industry's leading voices on math and science education. *Ed Tech 4 Math* is authored by Dr. Gary Bitter, a Professor of Educational Technology at Arizona State University. The blog presents ideas and issues with the goal of improving the use of educational technology to support mathematics teaching. *Ed Tech 4 Science* is authored by Dr. Peter Rillero, an Associate Professor of Science Education at Arizona State University's College of Teacher Education and Leadership. The blog is designed to share insights on how technology can contribute to science education. For more information, visit www.adaptivecurriculum.com.

Funds For Learning Wins Tech & Learning Award

Funds For Learning has been honored with a 2008 Award of Excellence from *Tech & Learning* magazine for its product *E-rate Manager for Applicants*. The online suite of tools enables schools and districts to complete the entire E-rate application process online, as well as stay current with fluctuating deadlines and paperwork, track remaining E-rate funding, monitor sites where funding is used, and respond to E-rate program auditors. *E-rate Manager for Applicants* helps thousands of schools and districts every year obtain the technology funding they need. A panel of more than 30 qualified educators from the San Francisco Bay Area selected the winners, and *E-rate Manager for Applicants* is one of only 35 products honored in this year's competition. For more information, visit www.FundsForLearning.com.

ePals Launches New Online Area, Geography Central

ePals, Inc., developer of the largest social learning network, recently launched *Geography Central*, an online destination where students can connect with peers worldwide to explore the earth's landscapes and cultures, and prepare for the National Geographic Bee. Celebrating National Geography Awareness Week, Nov. 16-22, this project-oriented group brings together a series of activities and resources to create geography-focused learning moments for students. Available to all members of the ePals Global Community, *Geography Central* provides resources related to four main topics: Geography Basics, Physical Geography, Human Geography, and Bee Prepared, which helps students practice for the National Geographic Bee. Designed to inspire students to learn about new cultures, each platform allows access to interactive resources and provides opportunities for intelligent exchange. For more information, visit www.epals.com/geography.

SIIA Ed Division Announces New Board of Directors

The Software & Information Industry Association (SIIA) recently announced its new Education Division Board of Directors. These newly elected executives from SIIA member companies will provide the education technology industry with leadership, advocacy and critical market information in the crucial months and years ahead. They represent more than 150 SIIA Education Division member firms that provide software, digital content and other technologies for educational needs. Eight executives were elected to serve two-year terms and four representatives were appointed to serve one-year terms. As Board of Directors members, the newly elected executives will develop and prioritize the Division's initiatives and determine projects, activities and events to be undertaken. Visit www.siia.net for more details.

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Zingiber Officinale Facts

- Ginger, also known as Zingiber Officinale, is a tropical species native to Asia.
- The Zingiber genus includes a great number of plant species, of which about 80 are aromatic.
- Ginger is planted each year in August/September and takes about nine months to reach maturity.
- Ever heard of the ginger diet? Those who are watching their weight should know that this spice reduces cholesterol and suppresses appetite.
- Although ginger is naturally grown in Southeast Asia, Jamaica is now the leading supplier of the edible root.
- Queen Elizabeth I is credited as being the official creator of gingerbread. Many times her honored guests were presented with their portrait created in gingerbread.
- During the crusades, ginger was the second most highly traded spice after pepper.

Sources: www.discoverycube.org,
www.hungrymonster.com

Hot to Trot



"Run, run as fast as you can. You can't catch me, I'm the Gingerbread Man!"

Source: www.larabida.org

It's a Snap!

Craving some cookies? Here's a quick and easy route to ginger bliss.

Ingredients

- 2 cups sugar
- $\frac{3}{4}$ cup butter
- 2 eggs, beaten
- $\frac{1}{2}$ cup molasses
- 2 tsp. vinegar
- 3 $\frac{3}{4}$ cups all purpose flour
- 3 tsp. ginger
- 1 $\frac{1}{2}$ tsp. baking soda
- $\frac{1}{2}$ tsp. cinnamon

Instructions

- Preheat oven to 325 degrees.
- Cream the sugar and butter together. Stir in 2 eggs, well beaten, $\frac{1}{2}$ cup molasses, 2 tsp. vinegar.
- Sift the flour. Mix in flour, baking soda, ginger, and cinnamon until well blended.
- Make balls of about $\frac{3}{4}$ inch in diameter. Grease cookie sheet.
- Bake on the greased cookie sheet for approximately 12 minutes.
- Remove from oven, cool and eat!



Source:

www.ehow.com/how_2113200_make-ginger-snaps.html

Mark Your Calendar

TCEA 2009

February 2-6 • Austin, TX

CoSN 2009

March 10-12 • Austin, TX

NECC 2009

June 28-July 1 • Washington, DC

News with Roots...

Farmington Municipal Schools Upgrade to High-Speed Wireless WAN

Trillion Partners, Inc. has completed the installation of a custom designed wireless wide area network (WAN) in Farmington Municipal Schools in Farmington, NM. The district's T1 lines, which handled the schools' Internet connections, phone services, security cameras and other infrastructure, quickly became overloaded as the district's use of technology increased, particularly with the implementation of the Farmington Learning Initiative. The initiative provided 2,200 middle-schoolers with laptops for 1-to-1 learning. The district installed its own fiber optic cabling and augmented with Trillion's point-to-point licensed wireless WAN, providing a cost-effective way to upgrade bandwidth. As a result, the district can offer more efficient IT services, such as faster back-ups, server consolidation, and centralized facility management. Additionally, educators can increasingly utilize the network to incorporate more technology and digital content into instruction. For more information, visit www.trillion.net.

Fairfax Focuses on Higher Thinking Skills

Fairfax County Public Schools in Fairfax, Va., is concentrating on developing students' critical thinking skills. "We want our students to reflect on their own learning," said Aron Sterling, the district's School Based Technology Specialist. Looking for hardware that could help tie together several technologies to create a learning center for the foreign language department, administrators decided to purchase the *USB Jackbox* (1216USB) from Califone. The only USB-compatible jackbox available, the hardware is helping students and educators to design and develop podcasts, practice their language skills and discuss lessons with other students. The unit allows for six headphones and six microphones to be connected to a computer or music player at the same time, giving students a chance to practice their oral skills in academic settings such as ESL classrooms. For more information, visit www.califone.com.

District Uses Tech to Encourage Focus on Science

Jackson R-2 School District in Missouri is helping students focus on science with the use of student mobile learning devices. Under the direction of Andrew Helle, a science teacher at Jackson Senior High School, the district purchased devices from Fourier Systems to be used in the school's science classrooms. The *Nova5000* offers students a touch screen equipped, mobile learning appliance for the classroom that bundles more than 100 megabits of educational software with a strong focus on math and science. "We really needed a computer lab solution – one that could be mobile and available for multiple uses," said Helle. His class recently conducted an experiment with dry ice, using the *Nova5000* and a temperature probe to determine how cold liquid water can become when adding NaCl and dry ice. The *Nova5000*, in combination with the probe, quickly graphed the experiment, allowing the students to fully concentrate on the activity at-hand. Read more about the *Nova5000*, and other Fourier Systems products at www.fourier-sys.com.



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www.cblohm.com/cba_news.xml

Heard from the Rooftops...

Lightspeed Systems and Eagle Software Combine Student Information Management With School Network Security

Lightspeed Systems and Eagle Software have integrated their products so schools can better monitor student online activity through the main hub for student information and support school safety measures. The *Aeries Student Information System* from Eagle Software now features reports of students' Internet usage that are obtained from *Total Traffic Control*, Lightspeed's network security and monitoring solution. The student information system interface includes an additional screen that provides reports on an individual student's Internet activities and suspicious search-engine queries, such as terms related to bomb making, gang involvement and suicide. By monitoring and analyzing student behavior on the Internet, administrators, principals, counselors, and other designated staff can detect early warning signs of potential threats to student safety, document acceptable-use-policy violations and resolve inappropriate online activity. For more information, visit www.lightspeedsystems.com.

Happy Holidays from CB&A



We hope you enjoy your gingerbread mix as much as we've enjoyed "icing up" our own little domicile. While our gingerbread creation doesn't quite compare to the National Competition winner, we are quite pleased with our jolly (and delicious!) effort. All the best to you and yours this holiday season, and Happy New Year!

*From all of the CB&A team:
(L-R) Martha, Katie, Charlene,
Emily, Sandy, and (not pictured)
Kristen & Paul*



Media Central

Rosen Centre Hotel, 2nd Level, Salon 12
Friday, January 23, 8:00 AM - 5:00 PM

Clients include:

**PBS Teachers, PBS TeacherLine, Excelsior Software,
Lightspeed Systems, STI, Hotmath and ePals**

If you're interested in scheduling one-on-one appointments with executives from these companies, *launch* us a note and we'll ensure your *orbits* sync up in Orlando. If you won't be traveling to FETC, we'd be glad to make sure you aren't *eclipsed* and send you a news-filled information packet immediately following the conference. Hope to see you in Orlando!

C. Blohm & Associates, Inc.

Ginger in the House

The National Gingerbread House Competition in Asheville, North Carolina, attracts more than 300 entries from 20 states each year, and celebrated its 16th season in 2008. The entries are judged on overall appearance, originality, creativity, difficulty, precision, and consistency of theme. Except for the base, entries must be constructed of completely edible materials.



Billie Mochow (below, right) from Burns, Tennessee, has won first place for the last two years, receiving more than \$12,000 in cash and prizes.



Source: www.citizen-times.com

How to Reach Us

Charlene Blohm

charlene@cblohm.com,
www.twitter.com/CharleneBlohm

Kristen Plemon

kristen@cblohm.com

Sandy Fash

sandy@cblohm.com

Emily Embury

emily@cblohm.com



www.cblohm.com