



# Dairy Dispatch

*You Can Never Have Enough Cheese in Your News*

## Let's Go Promenadin'

Everyone loves a parade, so everyone must love November 9th, Parade Day. But it's a safe bet that on any day of the year, people are promenading somewhere, honoring a tradition that dates back thousands of years.

In the U.S., the Macy's Thanksgiving Day Parade is among the most well-known and popular parades, marking the beginning of the Christmas shopping season. Although millions of people watch the spectacle each year, few know its history, from its origins to its mishaps. The annual parade began in 1924 when American Thanksgiving tradition combined with immigrants' European emphasis on festivals. Macy's employees comprised the first parade's participants, along with live animals from Central Park Zoo. Large balloon animals replaced the live ones after the first three years, which proved hugely successful. Rubber scarcity caused the parade's only hiatus from 1942-1944 when would-be balloon materials were donated to war efforts.

Not surprisingly, channeling enormous balloons down major streets for many miles has its challenges, including helium shortages, high-altitude helium expansion, balloon searches gone awry – a pilot nearly crashed trying to find one – and the injuries of a few unlucky spectators.

Despite these occasional complications, the Macy's Thanksgiving Day Parade remains a holiday favorite and a popular festive tradition.

Source: [www.macys.com/campaign/parade/history.jsp](http://www.macys.com/campaign/parade/history.jsp)

## News that Steps Up...

### Ginger Software Launches Free Beta of Ginger Spell

People with dyslexia spend significant time, effort and funds throughout their lives to improve their written communication. Ginger Software, Inc., a leading developer of context-based text correction software, announces the availability of a free, downloadable program that helps people with dyslexia write error-free texts independently. Designed to empower struggling writers of all ages, *Ginger Spell*® uses patent-pending technology to automatically correct spelling mistakes and misused words in a familiar Microsoft Word-based environment. Unlike existing spell checkers that require users to address each error, *Ginger Spell* corrects multiple mistakes within a sentence simultaneously, providing a faster, more efficient way to work. Moreover, *Ginger Spell* analyzes the context of each sentence to remedy mistakes that existing spell checkers often miss, including correctly spelled words that are used improperly. To download the free beta version of *Ginger Spell*, visit [www.gingersoftware.com](http://www.gingersoftware.com).

### STI Acquires Hunter Systems

STI, a leader in education data management solutions for the K-12 public school market, has acquired Hunter Systems, LLC, which provides K-12 school administrative software to approximately 2,000 private schools in all 50 states and several countries around the world. The acquisition enables STI to grow its existing business and emerge a leader in the private school market. Like the public school sector, private schools are increasingly demanding online applications that streamline school administrative functions and allow administrators, teachers and parents anytime, anywhere access to information. With STI's acquisition, Hunter Systems customers have the opportunity to upgrade their current Windows-based systems to a fully integrated Web-based solution that includes both teacher and parent portals and addresses the unique needs of private schools such as tracking tuition payments. Go to [www.sti-k12.com](http://www.sti-k12.com) for more information.

### Charlotte-Mecklenburg Schools Partner with Discovery

Discovery Education recently announced a partnership with Charlotte-Mecklenburg Schools to enhance student achievement in math, reading and science throughout the district. The company will provide CMS educators with professional development opportunities and high-quality digital resources to improve student achievement in all grades. Correlated with the North Carolina Standard Course of Study, Discovery Education's digital content is scientifically proven to improve student achievement. The announcement was made prior to a special screening of *The Vanishing Frog*, a new documentary by Animal Planet personality and biologist, Jeff Corwin. To launch the partnership, Corwin visited educators and students at Cochrane Middle and Morehead Elementary schools to discuss the importance of science education. For more information, visit [www.discoveryeducation.com](http://www.discoveryeducation.com).

## Festive Facts...

### Key Curriculum Press Wins Three 2008 EDDIE Awards

Key Curriculum Press won three 2008 Education Software Review (EDDIE) Awards for *The Key to Tracker™*, *TinkerPlots™ Dynamic Data Exploration*, and *Fathom™ Dynamic Data Software*. The awards, given by ComputED Learning Center, recognize innovative and content-rich programs and websites that provide parents and teachers with the technology to foster educational excellence. "At Key Curriculum Press, we are committed to developing educational technology that transforms the learning experience," said Karen Coe, president of Key Curriculum Press. "Our technology products provide visual and dynamic learning environments that help students grasp challenging concepts. We are proud to be recognized for the difference we make in classrooms every day." For more details, visit [www.keypress.com](http://www.keypress.com).

### Safe Technology Helps Students Build Literacy Skills

Califone International, Inc., is passionate about teaching safe listening practices when it comes to audio products. Collaborating with the American Speech-Language-Hearing Association (ASHA), the company has designed many of its products to adhere to the organization's recommendations regarding volume and other features that can help prevent hearing damage. Continuing to follow these guidelines, Califone has set the maximum volume playback on the *AV Tutor* to 85 decibels, as listening to audio above 85 decibels has the potential to have long-term effects on a child's ability to hear. In addition, each *AV Tutor* is now available with the popular *Califone 3064-AV Lightweight Stereo Headphone*, encouraging students to focus on the task at hand – using technology to build key literacy skills. For more information, visit [www.califone.com](http://www.califone.com).

### SIIA Ed Division Selects 2008 'Innovation Incubators'

Innovation and growth of new education technologies, particularly those represented during the "Innovation Incubator" presentations, will play a pivotal role in the 8th Annual Ed Tech Business Forum, sponsored by the Software & Information Industry Association (SIIA) on December 1st and 2nd in New York. SIIA's recently selected 2008 "Innovation Incubator" participants represent pre-revenue companies, non-profit groups, R&D agencies, and academic institutions, and will be introduced during the upcoming conference. Focusing on how critical innovation is to the future of the education industry, the Education Division narrowed the list of applicants to 10 participants and two finalists. To see the selected organizations and learn about the Ed Tech Business Forum, visit [www.edtechbusinessforum.net](http://www.edtechbusinessforum.net).

### Grant Can Give Science Educators Tools They Need

Giving educators an opportunity to create and implement a science classroom supported by technology, Fourier Systems is awarding the Computing Science Exploration Grant. "In attending courses to teach AP Physics, I learned about new technology that can be used in the classroom. I felt we were doing our students a disservice by teaching labs without technology," said Rick Light, a physics teacher for Woodbury High School in Minnesota. Technology, like the *Nova5000* from Fourier Systems, allows students to spend time analyzing data – connecting the experiment with the concept – instead of taking so much time to graph data, Light explained. Open for submissions through Jan. 1, 2009, the program will award one recipient and three runners-up. The grant application can be found online at [www.nova5000.com/science-grant/application.php#rollbar-pane-0](http://www.nova5000.com/science-grant/application.php#rollbar-pane-0).

## The Purpose of Parades

Some archaeologists believe cave drawings depict parade origins, where drawings of men traveling back from hunting might be seen as depicting a procession or parade. Today, however, parades are held for a variety of reasons, including:

**Religion** – Religious processions are a type of parade, which originally served as a way for the participating faithful to get closer to heaven.

**Military purposes** – Parades get their name from the Spanish word *parada*, meaning a halt, a stop or an assembling for exercise. A common type of parade, the military procession, originated as an intimidation maneuver, and such parades still exist today.



**Honor** – Parades serve to honor special people, as did one for George Washington when he took office as the first President, or the ticker-tape parades held to recognize astronauts just back from the moon. In addition, parades form a large part of the Olympic Games' opening ceremony.

**Celebration** – Any special seasonal occasion could warrant a parade, and many do, such as Apple, Strawberry or Wheat Day parades.

**Holidays** – Christmas, Thanksgiving,



New Year's Eve, Independence Day, St. Patrick's Day –

name the occasion, it has a parade.

Source: [teacherlink.ed.usu.edu/TLRESOURCES/units/Byrnes-celebrations/parades.html](http://teacherlink.ed.usu.edu/TLRESOURCES/units/Byrnes-celebrations/parades.html)

## I Love a Parade Balloon

A lot of planning and design goes into the creation of parade balloons like those in the Macy's Thanksgiving Day Parade. Designers, engineers and artists follow these steps to make their famous, colorful and well-beloved floats:

**Step One:** Aerodynamic engineers evaluate sketches to ensure the balloon will be able to fly.

**Step Two:** If engineers approve the sketch, an exact replica is made to scale out of clay. The models include enormous attention to detail to guarantee the preservation of the character's likeness and ability to float.

**Step Three:** A second model is created and painted with details. Exact polyurethane pieces are cut to create the several chambers that comprise the final product, in addition to an inflation tool and large zipper.



**Step Four:** The finished product is given a test run to check for any leaks or other potential problems.

Source:

[www1.macys.com/campaign/parade/balloon.jsp?dst=balloon](http://www1.macys.com/campaign/parade/balloon.jsp?dst=balloon)

## Ideas to Float...

### Funds For Learning Automates E-rate Process

Continuing the company's efforts to streamline the E-rate application process, Funds For Learning introduces the *Form 470 Wizard*, a new component of *E-rate Manager for Applicants*. With this new addition, Funds For Learning now enables schools and libraries to complete the entire E-rate application process online. The Form 470, also known as the Description of Services Requested and Certification Form, is the first form that must be filed by a school or library in the E-rate application process. With the *Form 470 Wizard*, schools and libraries complete the Form 470 through an online entry screen that has data validation features that highlight problems in the application. When complete, the form may be transmitted to the Web site of the Schools and Libraries Division (SLD) of the Universal Service Administrative Company, which administers the \$2.25 billion E-rate program. For more information, visit [www.FundsForLearning.com](http://www.FundsForLearning.com).

### Hotmath Introduces Live Online Math Tutoring

Eighty-four percent of students would rather take out the trash, clean their rooms, or go to the dentist than do their math homework, according to a survey from the National Mathematics Advisory Panel. To help make homework a positive experience for students, Hotmath, Inc., the leading provider of all-in-one math homework help, announces the addition of live online math tutoring to Hotmath.com. This new service connects students instantly with professional math tutors, who offer help on topics ranging from pre-algebra to calculus. For questions on homework, or help when studying, students can click the "Ask-a-Tutor" button to discuss the problem with a math tutor. Communication takes place online through an interactive whiteboard where visual aids such as drawings, graphs and mathematical steps can be displayed. Through this immediate assistance students are able to successfully complete their required homework with greater understanding. For more information, visit [www.hotmath.com](http://www.hotmath.com).

### Lightspeed Partners With Vericept and Atomic Learning

Lightspeed Systems recently partnered with Vericept Corporation, the leading provider of comprehensive compliance and data loss prevention solutions, and Atomic Learning, provider of Web-based software training. Under a new distribution agreement, Lightspeed Systems handles sales, licensing and first-level technical support of the *Vericept Monitor* product to current and prospective customers in the K-12 education market. Additionally, *Vericept Monitor* will be integrated with Lightspeed's *Total Traffic Control* software to offer one of the most powerful network security products designed for schools. Together, the products enable schools to control sensitive data and closely monitor Web activity. Lightspeed Systems' collaboration with Atomic Learning provides Lightspeed customers with online tutorials for anytime, anywhere training. Atomic Learning developed a training video series on *Total Traffic Control* to ensure educators and schools use the software successfully to maximize the Internet's educational potential while protecting students and teachers. Learn more at [www.lightspeedsystems.com](http://www.lightspeedsystems.com).

## Mark Your Calendar

### FETC 2009

January 21-24 • Orlando, FL  
FETC Media Central  
Friday, January 23

### CoSN 2009

March 10-12 • Austin, TX

### NECC 2009

June 28-July 1 • Washington, DC



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[www.cblohm.com/cba\\_news.xml](http://www.cblohm.com/cba_news.xml).

## News that Marches to a Different Drummer...

### Students Improve Science with Adaptive Curriculum

Studies show that students who engage in hands-on activities once a week scored significantly higher on a standardized test of science achievement. To test this concept, Sebit, LLC, executed a pilot program to explore the effects of hands-on learning through *Adaptive Curriculum* on sixth grade students' science content knowledge. Conducted in spring 2008, the pilot program took place at Isaac Middle School in Phoenix. More than 96 percent of the school's students are of Hispanic origins, with the majority from low socio-economic families. Students who used *Adaptive Curriculum* had statistically significant increases in their scores on the science assessment, while the control group students' gains were negligible. On average, students using *Adaptive Curriculum* had a 45.9 percent increase in their assessment scores from pretest to posttest. Find more details at [www.adaptivecurriculum.com](http://www.adaptivecurriculum.com).

### PBS TeacherLine Partners With NSBA

When used effectively, technology can enhance teaching and learning in ways that help students master academic standards and develop higher-order thinking skills. To that end, PBS TeacherLine® and the National School Boards Association (NSBA) have teamed up to offer districts affordable online courses that teach educators how to incorporate technology in their daily instructional practices to promote 21st century learning. Through the partnership, members of NSBA's Technology Leadership Network receive a special discount on enrollment in the *PBS TeacherLine ISTE Capstone Certificate Program*, a series of courses that helps educators hone their skills and demonstrate their mastery of the National Educational Technology Standards for Teachers. Go to [www.pbs.org/teacherline](http://www.pbs.org/teacherline).

### Students Share Thoughts with President-Elect

ePals, Inc., recently launched Your Presidential Minute, a contest for students hosted on the company's U.S. presidential election-focused website, Election Central. ePals encourages students to speak to the president-elect about issues that matter to them. Using knowledge gained through Election Central, students are encouraged to express their views for the president-elect and his administration. Students can discuss their ideas with family, friends and teachers, as well as their peers in Election Central's student forums. Contest submissions must be in the form of a one-minute audio or video recording, a 200-word essay, or a 10-slide presentation. ePals will compile the best responses and share them with the president-elect and members of the ePals Global Community. For more information, visit [www.epals.com/elections](http://www.epals.com/elections).

### Trillion Helps Schools Bus Minds, Not Bodies

With the nation's current economic troubles, districts are scrambling to fund their technology initiatives and keep teachers in the classroom. However, effective technology use can reduce fuel, energy and support costs while enhancing the learning environment. A high-speed broadband WAN enables schools to provide online learning programs and virtual field trips for students, as well as offer online teacher professional development, reducing significant travel time and costs. The East Central Board of Cooperative Educational Services in eastern Colorado works with Trillion to connect 17 school districts in its Video Network for Education and Training Services through a fiber and wireless WAN. The Cooperative's distance learning program provides equal access to advanced educational opportunities for students and teachers in rural districts. Read more at [www.trillion.com](http://www.trillion.com).

## Floral Floats

On New Year's Day 2009, Pasadena will present the 120th Rose Bowl parade – a flower festival that's blossomed into one of the nation's most anticipated events. Here's some rosy trivia to scent your day:

- The Tournament of Roses began in 1890 to celebrate California's mild winter climate, and was patterned after the "Battle of the Flowers" held in Nice, France.
- The original parade was a modest procession of flower-covered carriages.
- It's estimated that more than 50,000 roses festoon parade floats each year.
- Every inch of a float must be covered with flowers, or other natural materials such as leaves, seeds or bark.
- Construction of next year's floats began shortly after this year's parade ended.

## A Marching Melody

### I Love A Parade (1932)

*Howard Arlen and Ted Koehler*

I love a parade, the tramping of feet,  
I love every beat I hear of a drum.  
I love a parade, when I hear a band  
I just want to stand and cheer  
as they come.

That rat-a tat-tat, the blare of a horn.  
That rat-a tat-tat, a bright uniform;  
The sight of a drill will give me a thrill,  
I thrill at the skill of everything military.  
I love a parade, a handful of vets,  
A line of cadets or any brigade,  
For I love a parade.

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