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C. BLOHM & ASSOCIATES INC.
Public Relations for the Education Industry

Dairy Dispatch

You Can Never Have Enough Cheese in Your News

Prehistoric Timeline

October is Dinosaur month, a celebration of one of the most successful life forms on record (the fossil record, that is). Humans have been around for about 200,000 years, a mere drop in the bucket compared to the length of "Dino's" rule.

Dinosaurs existed during the Mesozoic era (commonly referred to as "the age of dinosaurs"), which ended 65 million years ago after 185 million years of dinosaur dominion. This era comprised three distinct periods:

The **Triassic Period** spanned the first 35 million years of the Mesozoic Era. Many reptiles and amphibians roamed the earth, but this period ended when a mass extinction occurred. The surviving dinosaurs evolved during the next period.

The **Jurassic Period**, "the age of ruling reptiles," was dominated by species of large dinosaurs. These creatures differed in eating patterns and features, but had one thing in common: a large body mass. At the Jurassic period's end, the Stegosaurus and Brachiosaurus predominated.

The **Cretaceous Period** covers the time when a single landmass fully separated, and new dinosaur species appeared, such as the Triceratops and Tyrannosaurus Rex. However, sea levels rose significantly, resulting in drastic climate changes that the cold-blooded dinosaurs, and other reptiles, could not survive. By the end of the Cretaceous Period, all dinosaur species were effectively extinct.

Source:
www.dinosaur-facts.com/periods/jurassic_period.html

News for the Non-Extinct...

Lightspeed Systems Upgrades Network Security Software

Total Traffic Control from Lightspeed Systems is an all-inclusive, flexible network security solution designed to meet the needs of K-12 schools and districts and ensure student safety. The software enables schools to secure and manage Internet access efficiently, enforce acceptable use policies on and off the network, meet regulatory compliance requirements such as CIPA, and minimize legal liabilities. Offering a full range of network protection functionality, the software features email archiving, content filtering, spam management, antivirus protection, extensive reporting capabilities, bandwidth management, and mobile filtering. The latest version, 7.01, offers enhanced reporting tools for administrators to easily customize and send detailed reports of network and user activities. The new tools also allow administrators to regulate the flow of inbound and outbound network traffic selectively, setting traffic limits and priority based on user-specified parameters. For more information, visit www.lightspeedsystems.com.

Califone Launches Intuitive Student Response System

Helping students to retain information by making connections between action and concept, Califone International, Inc., announces *Got It!*, a wireless interactive student response system designed for the K-12 classroom. Enriching the student-teacher relationship by increasing interaction, *Got It!* allows students to express themselves honestly with anonymity using the device's intuitive remote features. Empowering students to feel heard throughout the classroom discussion, *Got It!* eradicates the limits of traditional interactivity – such as the teacher calling on one student at a time or being called on by seating arrangement – and eliminates time and space constraints that often affect students with special needs or language barriers. For more information, visit www.califone.com.

Sebit, LLC Wins EdNET Rookie of the Year Award

Sebit, LLC is the winner of this year's EdNET Rookie of the Year Award, which honors a company that promises to become one of the leading companies in the education industry. Sebit is the developer of *Adaptive Curriculum*, an interactive, online system designed to enhance learning in mathematics and science for students in the middle grades. The Heller Reports, a QED company and leading provider of education market news and events, announced the winners of this year's *EdNET* Industry Awards at the 20th Annual *EdNET* Conference on Sept. 16 in Boston. Also named Education Newcomer of the Year by the Software & Information Industry Association, Sebit has earned four awards since its launch in January 2008. For more details, visit www.EdNETconference.com or www.adaptivecurriculum.com.

The Bare Bones...

'Financing Growth' Focus of Ed Tech Business Forum

Innovation and growth of new education technologies, including "financing the growth" of developing ed tech firms, will play a pivotal role in this year's industry-leading Ed Tech Business Forum, sponsored by the Software & Information Industry Association (SIIA) on December 1st and 2nd in New York. Geared toward the K-12 and post-secondary education technology markets, and dedicated to connecting knowledgeable contacts from across the education and high-tech industries, the conference includes the following highlights: an innovation showcase; one-to-one business connection meetings; business profiles presentations; and interactive seminars. The conference agenda echoes SIIA's commitment to help education, software and digital content industry representatives develop new and sustainable businesses. For more information and to register as press, visit www.siia.net/etbf/2008.

The ePals Foundation Promotes Virtual Volunteering

This school year, with the help of caring adults across America, students from under-resourced neighborhoods across 49 states are building core literacy skills through *In2Books*, a research-based e-mentoring program from the ePals Foundation. Thousands of volunteer-minded Americans are making a big difference in the lives of students by using safe, online technology that allows them to give back without leaving their home or office. These pen pals are part of a new trend – virtual volunteering – and many are being supported by their employers, including major corporations like Applied Materials, Arnold & Porter, Bearing Point, Deloitte, Morgan Stanley, and National Geographic. To learn about *In2Books,* or to get involved as an e-mentor, visit www.in2books.com. For ePals information, visit www.epalscorp.com.

Fourier Probes Featured in HP Mobile Calculating Lab

Fourier Systems is providing a variety of its scientific probes and sensors to the *HP Mobile Calculating Lab* (MCL). Teaming with HP to offer middle school science educators the HP MCL solutions, Fourier Systems is helping students to explore everyday physical phenomena through math and science. By easily collecting and analyzing real-world data in real time, middle school students can perform a variety of experiments in physical, life, earth, and integrated sciences. Offered in two packages for differentiated learning environments, the HP MCL solutions comprise an HP Graphing Calculator, an HP StreamSmart 400 data streamer, calculator presentation software, classroom instruction materials, and a variety of scientific probes and sensors from Fourier Systems. For more information, visit www.fourier-sys.com.

KCP Releases 2nd Edition of Interactive Math Program

Less than half of America's high school graduates are prepared for college-level math and science, leaving educators to search for new ways to improve their students' academic achievement. In response, many educators have turned to the *Interactive Mathematics Program* (*IMP*) from Key Curriculum Press. The four-year integrated high school mathematics curriculum, designed and field-tested with support from the National Science Foundation, helps students learn to think creatively and critically, and teaches them to draw from many areas of mathematics to solve real-life problems. The second edition of *IMP Year 1* helps educators prepare their students for algebra-based standardized tests, and offers an online Teacher's Guide with printable resources, sample lesson plans and advice from other educators. For more information, visit www.keypress.com.

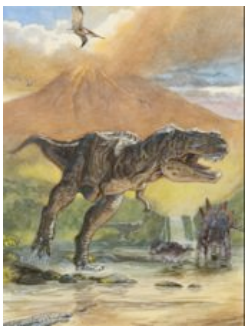
Dino Myths

Humans lived alongside dinosaurs. Dinosaurs and people never coexisted; dinos became extinct about 65 million years ago, and fossils of the earliest human ancestors are only 6 million years old.

An asteroid impact alone killed the dinosaurs. A combination of effects probably caused the end result. In addition to the asteroid itself, the after-effects of the asteroid – falling sea levels and volcanic eruptions – contributed as well.

Dinosaurs died out because they were unsuccessful in evolutionary terms. Dinosaurs out-competed other animals of the time, and 185 million years is a pretty good run. By contrast, *Homo sapiens* have been around for only about 200,000 years.

All dinosaurs died out 65 million years ago. Bird species evolved alongside dinosaurs, and most experts believe them to be small, predatory dinosaurs.



Dinosaurs were slow and sluggish animals. Most were probably as mobile as large, modern mammals who, like lions, rest after eating their fill.

All large, prehistoric land animals were dinosaurs. Many reptiles of that time were related to dinosaurs, but were not true dinosaurs.

Marine reptiles were dinosaurs. They may have been related to dinosaurs, but all true dinosaurs were terrestrial.

Flying reptiles were dinosaurs. The largest flying reptiles grew to the size of a small airplane, but they were not true dinosaurs.

Source: www.newscientist.com/channel/life/dinosaurs

Super-Sized

Since our notion of dinosaurs is based on fossil fragments, no one can say with certainty what the largest and smallest dinosaurs were. However, among the known dinosaurs, the differences in size are astounding. The largest complete dinosaur, the Brachiosaurus was about the length of two large school buses and the height of a four-story building at 23 meters long and 12 meters tall. Fragments of bones and vertebrae of potentially larger dinosaurs have been discovered, but are too incomplete to determine exact size. It is estimated, however, that these creatures may have been twice the size of a Brachiosaurus. At the lower end of the scale, the smallest dinosaurs were a bit bigger than a chicken, weighing about 6.5 lbs.

Source: pubs.usgs.gov/gip/dinosaurs/sizes.html

Funny Bones

- What do you call a plated dinosaur when he is asleep? Stegosnorus.
- What was T. Rex's favorite number? Eight (ate).
- What does a Triceratops sit on? Its Tricera-bottom.
- What's the best way to talk to a Tyrannosaurus Rex? Long distance.

Mark Your Calendar

T+L 2008
October 28-30 • Seattle, WA

FETC 2009
January 22-25 • Orlando, FL
FETC Media Central
Friday, January 23

CoSN 2009
March 11-12 • Austin, TX

NECC 2009
June 28-July 1 • Washington, D.C.

Sink Your Teeth Into...

Three State Organizations Share Curricula with Curriki

Teachers often develop and customize high-quality learning resources for their students, but rarely have the opportunity to share these valuable materials with others. With Curriki, an online community for creating and sharing open source K-12 curricula, this is now possible. State educational organizations in Wyoming, New York and Utah recently shared their teacher-created content with Curriki, expanding the organization's library of open source curricula to nearly 20,000 learning assets. These partnerships offer Curriki members access to materials developed for educators by educators, and helps improve teaching and learning by encouraging educators to learn from each other. The three state organizations include the Wyoming Department of Education, the Cattaraugus-Allegany-Erie-Wyoming BOCES in New York, and The American Academy in Utah. Read more at www.curriki.org.

Study Shows PBS TeacherLine® Increases Teacher Efficacy Over Time

A recent study conducted by professors Richard Overbaugh and Ruiling Lu at Old Dominion University found several positive effects of the online teacher professional development program in Southeastern Virginia provided by PBS TeacherLine and WHRO, PBS member station in Norfolk, Va. Published in the Journal of Research on Technology in Education Fall 2008 issue, the study indicates that the PBS TeacherLine courses helped teachers gain competence and confidence in instructional technology integration, and improve their operational knowledge of state and national technology and content area standards. Funded by the NCLB-EETT grant, WHRO has been offering PBS TeacherLine's graduate-level, facilitated online courses to its participating school districts. The standards-based courses are based on current research and best practices, and offer a supportive learning community. For more information, go to www.iste.org/jrte.

Aventa Learning Introduces New Online Courses for Middle School Students

The middle school years are a time of tremendous social, physical and emotional change for students, and play a significant role in shaping their future. This presents a unique challenge for educators. NMSA recommends that middle level educators provide relevant, challenging, integrative, and exploratory curriculum that caters to the needs of young adolescents. To that end, Aventa Learning, a leading provider of online curriculum and instruction for schools, has added 20 online middle school courses that provide a media-rich learning environment and are specially designed to promote critical academic and personal development. The courses are divided into small, assimilable lessons so students stay on track, offer interdisciplinary connections, develop higher-order thinking skills, and incorporate project-based learning and community service. With the new courses, Aventa offers a full range of core and elective middle school subjects, including language arts, math, science, social studies, world language, health, and art. Visit www.aventalearning.com.

Subscribe to the **CB&A Education News** feed at www.cblohm.com/cba_news.xml.

Paleontologize This...

Florence USD Saves $100K Per Year With Broadband WAN

Florence Unified School District in Florence, Ariz., teamed up with Trillion Partners Inc. to deploy a licensed microwave wide area network (wireless WAN) and provide ongoing 24/7 network services monitoring and management, 365 days a year. Through Trillion's services, the district has a reliable, high-speed network covering its large geographic area, can accommodate its growing student population, and keep pace with increased demand for digital education resources. The broadband infrastructure has enabled the district to advance classroom technology use, including expand distance education programs, install 1,000 computer workstations, and implement a Web-based learning management system. The district has increased its network bandwidth 50 fold and improved IT staff efficiency by 25 percent, while saving more than $100,000 each year (based on staff time, software licensing fees, and travel costs). For more information, visit www.trillion.net.

Using Digital Media to Improve Science Achievement

Educators and administrators in districts nationwide, including Montgomery County Public Schools (Md.), Aurora Public Schools (Colo.), and the Keystone Area Education Agency in Northeast Iowa, are continuing their efforts to improve student achievement in science by partnering with Discovery Education. Educators and students in each of these areas have begun the new school year using *Discovery Education Science*, a digital service that engages students in scientific inquiry through high-quality digital resources. Linked to state standards, *Discovery Education Science* empowers educators to quickly locate and use videos, animations, images, eBooks, and virtual labs to reach students through a medium that they are already familiar with and are eager to use in the classroom. For more information, visit www.discoveryeducation.com.

Funds For Learning Launches Free E-rate Calendar

To help schools and libraries keep current with fluctuating E-rate deadlines, Funds For Learning, the nation's leading E-rate funding compliance services firm, announces the availability of a free, online E-rate Calendar. The first of its kind in the education industry, the E-rate Calendar allows applicants to stay on top of events and deadlines related to the E-rate program. Applicants can subscribe to the E-rate Calendar from within their own calendar application to view important E-rate deadlines. Subscription links are available for Windows, Mac and Google Calendar users through the Funds For Learning Web site. In addition, if applicants are unable to integrate the E-rate Calendar into their calendar application, they can simply bookmark the page on the Funds For Learning Web site and check back for updates whenever necessary. To subscribe to the Funds For Learning E-rate calendar, visit www.fundsforlearning.com/content/view/1161/89/.

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Dinosaur Scientists

Luis and Walter Alvarez: Found evidence for asteroid impact theory of dinosaur extinction.
Mary Anning: 19th century fossil hunter.
Robert T. Bakker: Author of many books about dinosaurs and an advisor during the making of *Jurassic Park.*
Barnum Brown: 20th century fossil hunter and scientist who was the first to find the remains of a Tyrannosaurus Rex.
William Buckland: Wrote the first scientific description of a dinosaur. Spent much of his life trying to reconcile Biblical scripture and geology.
Edward D. Cope: Discovered more than a thousand species of extinct vertebrates.
Charles Darwin: Proposed the theory of evolution by Natural Selection. His theories are now central to our understanding of biology and paleontology.
Niles Eldredge and Stephen Jay Gould: Proposed the theory of Punctuated Equilibrium; that evolution occurs in bursts of speciation, separated by long periods of stability.
John R. Horner: Discovered the Maiasaura, an important find that gave evidence that some dinosaurs cared for their young. Also served as a technical advisor to the *Jurassic Park* movies.
Othniel C. Marsh: First to find pterodactyl fossils, and described numerous dinosaurs, including Apatosaurus and Allosaurus.
Henry Fairfield Osborn: Named Tyrannosaurus Rex in 1905 after Barnum Brown's discovery in 1902.
Richard Owen: Coined the term "dinosaur" in 1842. Responsible for the foundation of the Natural History Museum in London, and the first full-size dinosaur reconstructions, displayed at the Crystal Palace in London, England.

Source: www.dinosaurjungle.com/dinosaur_scientist.php