



BOARD OF DIRECTORS

President
Richard J. Casabonne
Casabonne Associates Inc.

President-Elect
Suzanne I. Barchers, Ed.D.
Author and Consultant

Vice President
Daniel Caton
McGraw-Hill Learning Group

Treasurer
Neal Goff
Weekly Reader Publishing

Past President
Rachelle Cracchiolo
Teacher Created Materials Inc.

CEO
Charlene F. Gaynor

David Beacom
National Science Teachers Association

Bill Edwards
Siboney Learning Group

Dennis Hand
Frog Publications

Michael Johnson
Full Potential Associates

Fady Khairallah
Market Data Retrieval

Andy Lacy
Quality Education Data

Kevin McAiley
Acquisitions Consultant

Paul McFall
Pearson

Thomas J. Milano
Saddleback Educational Publishing

Robert M. Page
Zaner-Bloser, Inc.

Bernice Stafford
Strategic Consultant to
Educational Technology Industry

Mark Stevens
NEA Member Benefits

Bret Thomas
Bayard Inc.

Randy Wilhelm
Thinkronize, Inc.

Lee Wilson
Headway Strategies

December 17, 2008

President-Elect Barack Obama
451 6th Street, NW
Washington, DC 20001

Dear President-Elect Obama:

Congratulations on your election as President of the United States of America. The Association of Educational Publishers (AEP) and the National School Supply & Equipment Association (NSSEA) support your agenda of change and are ready to assist you and your Secretary of Education Arne Duncan when you take office on January 20, 2009. Our associations share your view that building a strong nation and a strong economy depends on a highly educated work force.

Together, our associations represent a \$3 billion industry that employs tens of thousands of workers across the nation in cities such as New York, Boston, Chicago, San Antonio, Minneapolis, Seattle, Phoenix, Los Angeles, San Francisco, and San Diego. We believe that for the nation's students to be globally competitive, they must have access to a wide range of instructional resources, including print and digital media and differentiated content for advanced students as well as those needing additional support. A component of our membership also develops professional development resources to assist educators in their important work.

Our membership embraces your forceful and early action to begin putting America back on its economic feet and to provide leadership on both our country's and the world's most pressing issues. We fully agree that education and preparation for the 21st Century are essential in this effort.

Since state and local governments provide the bulk of funding and activity around a child's education, we believe that your goals will be most quickly realized if made a part of the economic stimulus package. It is time to rebuild the educational infrastructure, including broadband and the technology that runs on it, and provide support to educators in terms of professional development and incentives, high impact instructional materials, and innovative programs and approaches of all kinds.

Towards this end we strongly support your administration's emphasis on technology. We don't see technology as an end in and of itself. Instead, we recognize the need for educators and developers such as ourselves to work together cooperatively to develop and implement the highest quality educational resources atop a technological infrastructure that promotes collaboration, innovation, and ultimately the most effective 21st Century teaching and learning processes.

With respect to your long-term education agenda, AEP and NSSEA support it in four specific areas.



1. 21st Century Skills in Literacy and STEM

A national policy and strategic new investment at the federal and state level is necessary in order for parents, communities and schools across the nation to teach and support students as they master the literacy, numeracy, scientific, and technological skills that will enable them to compete globally. They will face challenges that require creative, critical, and entrepreneurial thinking, as well as the ability to solve complex, multidisciplinary, open-ended problems while working both as individuals and as members of global teams. The challenge for the new President and Congress, working with the nation's governors and education leaders, is to take the accomplishments of our best schools and bring them to scale. Today's students need to be empowered with extensive and expansive literacy and STEM skills, beginning in early childhood and continuing throughout their academic careers.

2. Early Childhood Education

Developmentally appropriate pedagogy and materials are critical to laying a strong learning foundation in young children. We are encouraged by your support of programs that put sufficient learning resources into the hands of trained educators and parents to help ensure that all children are ready for school.

3. No Child Left Behind

We support quality education and setting high standards for all children and understand the importance of accountability in achieving that end. While we support the intent of No Child Left Behind (NCLB), we do not agree that overly prescriptive, costly, or punitive approaches afford a solid foundation for serious reform. We urge your administration, when preparing for reauthorization of the current legislation, to include a more flexible approach to the complex issues of funding, assessment, research, and efficacy. More immediately, we encourage you to carefully review existing Department of Education policy and regulations and defer implementation for those that are not explicit in the law.

4. Teacher Quality

For teachers to meet the demands of diverse learners, they require ongoing professional development. We encourage funding for an array of teacher training options that serve the needs of the school community.

Our annual industry Summit is held each year in June in Washington, DC. We would be delighted if you or your Secretary of Education would consider sharing your vision with the educational publishing community at that time. Perhaps this invitation can be a topic of a future person-to-person conversation.

We look forward to being a key partner as you and your team shape both your near and long-term education policies and programs.

Charlene F. Gaynor
CEO
The Association of Educational Publishers

Tim Holt
President/CEO
National School Supply &
Equipment Association

**About AEP**

AEP is the oldest nonprofit organization serving developers and providers of Pre-K to 12 educational content in all media and across all subjects and grade levels. These supplemental materials help teachers delve deeper into topics and engage students who, for whatever reason, are unable to learn successfully with the textbook alone. From websites, software, workbooks, DVDs, and magazines to early intervention readers, English Language Learner (ELL) programs, and professional development resources, our members provide a rich array of innovative learning resources that touching virtually every school, teacher and family across the nation.

About NSSEA

NSSEA is a national trade association representing small businesses in the educational products marketplace. Our members include publishers, manufacturers, distributors, retailers, and independent representatives of classroom supplies, instructional materials, equipment and furniture. NSSEA is uniquely positioned to provide information and expertise on both education and small business issues.

Washington, DC Contact: Sally Shake, ELS, 202-544-7364, els.ca@cox.net