

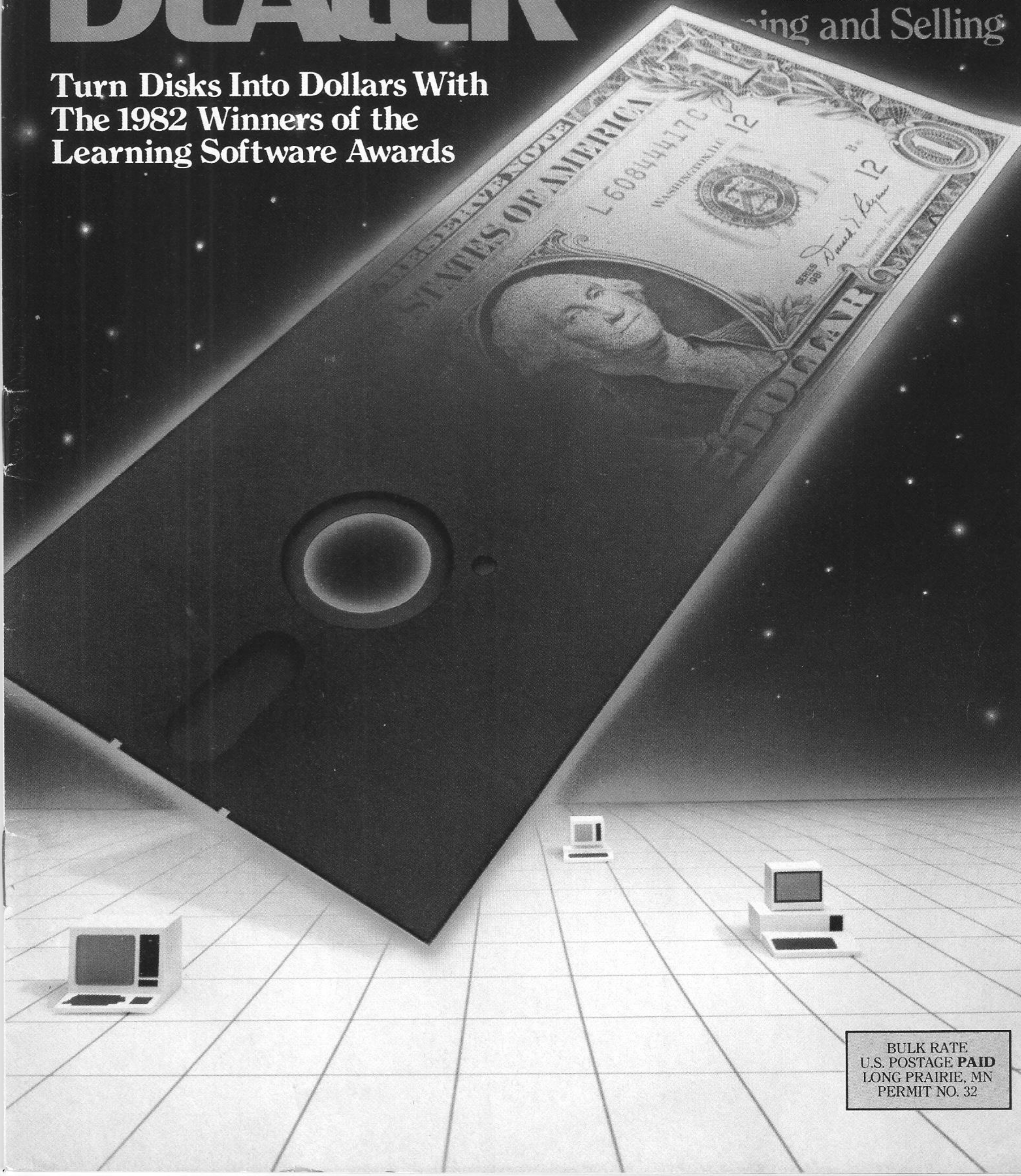
JANUARY 1983

EDUCATIONAL DEALER

NAVA/COMMTEx
1983

Your Guide
To Successful
Buying and Selling

Turn Disks Into Dollars With
The 1982 Winners of the
Learning Software Awards



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EDUCATIONAL DEALER

Your Guide
To Successful
Planning and Selling

JANUARY FEATURES

The Learning Computer Software Awards

by *Odvard Egil Dyrli* In a quandary over which microcomputer programs to put on your shelves? The award winners listed here are recommended for their solid sales potential as quality educational materials. **Page 12**

The Special Ed Market for Computer Products

by *Charles Blaschke* Microcomputers, their software and adaptive devices not only open doors for the disabled, they put doors where only walls were before. You too can benefit from advances in this vital facet of education. **Page 18**

• Computer/Special Ed Materials and Information

This annotated list can guide you in your search for computer/special education materials. **Page 19**

NAVA '83/COMMTEX International

NAVA and AECT's joint trade show, COMMTEX International, will be the most comprehensive communications technology exposition in the country. Together with seven separate association conventions, the event promises to attract, and inform, thousands.

• COMMTEX and Convention Highlights

With scores of activities going on every day, you will want to plan your trade show and convention activities to make the most of exhibit, presentation and training opportunities. **Page 22**

• Looking Back on '82: NAVA Heads in a New Direction

by *Andrew H. Sneed, Jr.* Outgoing NAVA President Sneed reviews the year in which an impressive slate of activities and accomplishments laid the foundation for NAVA's shift to accommodate microcomputer and video technologies as well as traditional audiovisual media. **Page 23**

• In Anticipation of '83: Challenges for NAVA and Members Alike

by *Doug Nichols* Incoming NAVA President Nichols describes how a forward-looking association and its membership keep pace with rapidly changing modern technologies. **Page 24**

• The Bounty of the Bayous: Where To Dine in New Orleans

Cajun cuisine promises to please all who sample its specialties. Your colleagues from the New Orleans area name their choices for the best local spots to satisfy your curiosity and your palate. **Page 25**

Getting the States To Pay on Time

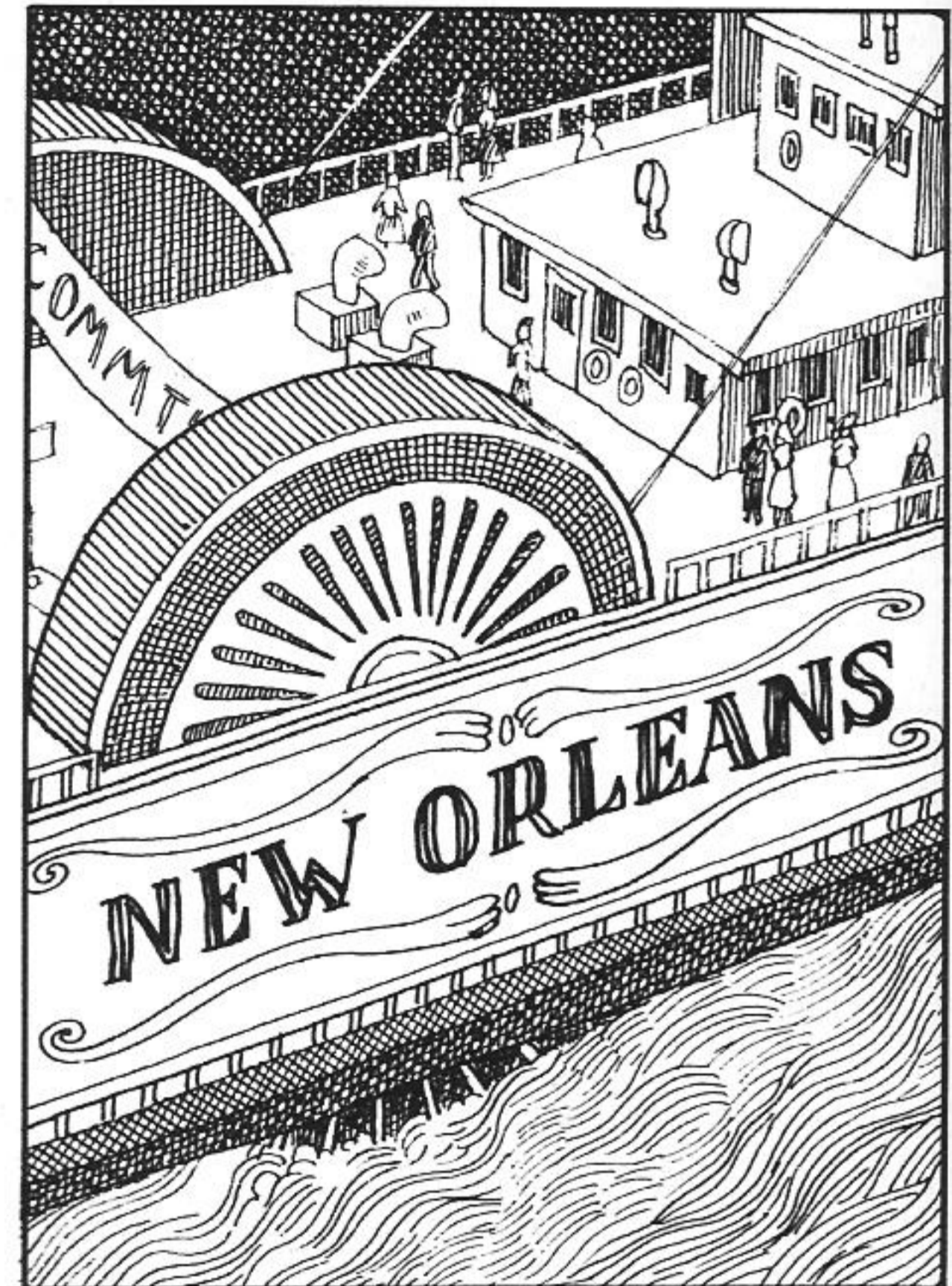
by *Kenton Pattie* Now that the feds are paying interest on their overdue bills, a movement is afoot to bring all the states into the prompt-pay fold. **Page 26**

• Prompt Your State To Pay Promptly

These specific recommendations can help you promote the enactment of a prompt-pay law in your state. **Page 27**

A Dealer/Manufacturer Sampler: The Pros and Cons of Selling Direct

When a business partner is also a competitor, understanding the other guy's point of view is key to striking a balance with advantages for both. **Page 30**



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January Update:

Developments, promotions, mergers, moves and upcoming conferences that you should know about.

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New Products

The latest from manufacturers: Find out what's new on the market and what you want on your shelves. **Page 32**

The Special Ed Market For Computer Products

BY CHARLES BLASCHKE

Microcomputers, their software and adaptive devices not only open doors for the disabled, they put doors where only walls were before. You too can benefit from advances in this vital facet of education.

As the microcomputer revolution continues, we witness not only a growing number of computers in our schools, but a growing number of applications for those computers. One area in which the microcomputer is a natural is special education. Public Law 94-142 sets up certain requirements for special education, including the mandate that every special education student have an individualized education program (IEP) and that handicapped students be served in the least restrictive environment (often "mainstreamed" into regular classrooms). The Department of Education is now reviewing its proposed regulations for PL 94-142. However, few changes are expected, and microcomputer-based instruction and administrative programs promise to help educators meet PL 94-142 requirements and the various state laws that set similar stipulations.

Special education teachers are well aware of the value of computers. The Na-

tional Needs Assessment Study conducted in 1978 by the Educational Testing Service found that for every special education teacher who had students receiving computer-assisted instruction (CAI), four to five others indicated that they would like to have CAI for their students.

Given the demand, given the fact that the total amount of resources—federal, state and local—spent on special education in 1982–83 is expected to be about \$10 billion, and given the fact that the average per pupil expenditure for instructional equipment for special education students is more than 50 percent greater than for non-handicapped students, the market for microcomputer products in special education is a promising one, even in a time of reduced federal spending for education in general.

Overcoming Difficulties To Satisfy Demand

Some problems—although temporary and surmountable—stand between dealers and penetration of this market. One problem is instructional software—to date, not much has been designed for special education. Many large publishers have been hesitant to invest in software development for special education, arguing that the market is too thin. Copyright restrictions and similar constraints have made publishers equally hesitant to allow creative special education teachers to adapt existing general education courseware to meet the needs of special education students.

Responding to this situation, the office of Special Education Programs (SEP), within the Education Department, is aiding the development of special education courseware. In the late 1970s, SEP initiated a "market linkage program" de-

signed to link developers with commercial publishers to aid the national distribution of "thin market" products. In 1981–82, 10 of 16 projects funded through the SEP Media Demonstration Grants Program involved microcomputer development activity, and in September 1982, SEP awarded a contract that focuses solely on microcomputer courseware development and distribution.

As an educational dealer, you have special concerns about getting involved in microcomputer and courseware sales: How will federal budget cuts affect the education market for computers and software? Can an educational dealer compete successfully with retail computer stores? Can you afford the "tooling-up" necessary to demonstrate and sell microcomputer products effectively? These questions—which apply to the sale of computer products in general, not just to special education materials—need to be answered before specifics about microcomputers in special education are addressed.

First, federal budget cuts will not have a major impact on school purchases of microcomputers. Over the last 20 years, federal funds have never accounted for more than 3 to 6 percent of local school computer purchases. Most experts agree that local funding sources, including volunteer groups such as the PTA, are increasingly relied upon, particularly for hardware purchases. Consequently, in spite of receiving 30 percent less federal money under Chapter II in 1982–83 than they got 1981–82, the nation's school districts are expected to spend 23 to 46 percent more on a variety of media, including microcomputers and courseware.

Second, in selling to the education market, educational dealers *can* compete

Charles Blaschke is president of Education TURNKEY Systems, Inc., which has conducted several large-scale studies of special education.

successfully with retail computer outlets, as educational dealers know the school "turf" better, know the school environment, know what information teachers and administrators must have to make decisions, and know better how to negotiate their way through the tricky shoals of the school purchasing process. The additional time and energy required for an educational dealer to sell computers and software will reap benefits when satisfied customers return again and again to purchase hardware and supplies.

Finally, setting up will require an initial investment in hardware and in training, but you needn't commit a massive amount of capital. Microcomputers are relatively inexpensive and, in fact, easy to use because most courseware is menu-driven (it doesn't require programming skills to run). As you investigate available software, your judgment—and your confidence in your ability to make selections—will develop, but you are by no means alone when making choices; several organizations publish evaluative materials to aid you in your purchasing decisions (see "Computer/Special Ed Materials and Information" at the end of this article).

Focusing on Special Education

Dealers interested in selling computer products to the special education market need to know something about special

education as well as about computers and software. They must be knowledgeable about the special education process, about relevant federal and state laws and requirements, and feel comfortable with the jargon of a complex field. To begin educating yourself and your staff, you might arrange to meet with a special education supervisor, teacher or consultant. Study the various publications that describe the special education process and requirements as well as those that deal exclusively with microcomputers and the handicapped. Get information about specific handicapped populations—e.g., the learning disabled (LD) and educable mentally retarded (EMR)—from national associations and your state department of education office of special education. In addition, attend conferences and workshops that deal with special education. (See "Computer/Special Ed Materials and Information" at the end of this article and Update/Meetings in every issue of *Educational Dealer*. This month, note the February 16–19 Association for Children With Learning Disabilities annual convention and the March 10–12 Council for Exceptional Children conference on the use of microcomputers in special education.)

Because there are currently a limited number of courseware packages designed specifically for special education students, you will necessarily stock a good deal of

general education courseware that can be modified and adapted by special education teachers. When selecting this kind of software, you'll want to find out from publishers which programs can be adapted easily and which may be altered without violating copyright agreements. Further, as more microcomputer-based courseware becomes available in regular classrooms, the need for adaptive devices for physically impaired, hearing impaired and sight impaired children will increase. Many of the new adaptive devices that have built-in microprocessors or that interface with widely available microcomputers have become affordable and are beginning to appear in classrooms. By stocking some of these items, you will not only meet an immediate consumer need for devices that enable individuals to overcome physical disabilities, such as lack of motor control, but also help enlarge the market for all microcomputer-related materials by giving the handicapped access to the whole array of existing programs.

The market for computer-related materials in special education—a promising market indeed—can be most naturally served by educational dealers, not computer stores or retail chains that sell micros. Dealers who begin now to invest time and money readying themselves to serve that market could well be investing in a substantial business future.

Computer/Special Ed Materials and Information

Associations, government agencies, publications and companies stand ready to inform you about the special education market for microcomputer-related materials and to support you with products in this field. If the entries on the following annotated list can't meet your needs, there's a good chance they can put you in touch with someone who can.

Associations, Networks And Government Agencies

In addition to talking with specialists locally, you can write or call any of the following organizations to get a national perspective and, in some cases, product leads.

- *Council for Exceptional Children (CEC)*, 1920 Association Dr., Reston, VA 22091. (703) 620-3660. Provides information on special education teachers' needs and the CEC-sponsored March 10–12 conference on the use of microcomputers in special education. Also publishes

Exceptional Children six times yearly (subscription \$25; single copies \$5). October 1982 issue focuses on microcomputers and special education.

- *Education Department, Special Education Programs (SEP)*, 400 Maryland Ave., S.W., Washington, DC 20202. (202) 472-3394. Attn: James Johnson, DONO 4829. Funds programs to link developers of special education courseware with commercial publishers and to aid in national distribution of products.
- *Microcomputer Education Applications Network (MEAN)*, a Division of Education TURNKEY Systems, 256 N. Washington St., Falls Church, VA 22046. (703) 536-2310. Contact: Alfred Morin. Provides general information about the special education—high-technology market, including microcomputer developments in special education, new product announcements, evaluations of courseware and funding sources for development efforts. Also develops custom software for special education administrators.
- *LINC Resources, Inc.*, Suite 225, 1875

Morse Rd., Columbus, OH 43229. (614) 263-5462. A nonprofit corporation that arranges commercial publication and distribution of educational products funded by SEP as well as other special education materials. Also publishes *Update*, a newsletter that reports on new special education products, including software (9 times yearly, free).

- *National Association of State Directors of Special Education (NASDSE)*, Suite 404, 1201 16th St., N.W., Washington, DC 20036. (202) 822-7933. Contact SpecialNet Staff. Up-to-date information concerning special education appropriations levels, regulatory changes and new products is maintained in SpecialNet, a national electronic bulletin board that includes three bulletin boards on technology and is operated by NASDSE. Available to anyone who has access to a computer terminal or microcomputer.

- *Trace Research and Development Center for the Severely Communicatively Handicapped*. University of Wisconsin, 314 Waisman Center, 1500 Highland Ave., Madison, WI

(CONTINUED)



MICRO SCHOOL PROGRAMS

CAN HELP YOU DO A BETTER JOB

Instructional Programs

Essential Math 1-8
Spelling 1-8
Problem Solving 3-6
Punctuation & Capitalization 3-6
English Usage 3-6

Tools for Teachers

Reading Level Analysis
Test Writer
Grade Keeper

Administrative Programs

Program #1

School Attendance System

A complete attendance reporting system that you can use in your own building.

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SPECIAL ED

(CONTINUED)

53706. (608) 262-6966. One of TRACE's several purposes is to foster the development and commercialization of microcomputer software and aids. Contact the Trace Reprint Service for a list of pertinent publications and the center's many services.

Publications and Directories

The emphasis here is on practical information: what's needed, what's available, what works.

• *BYTE: The Small Systems Journal*, P.O. Box 328, Hancock, NH 03449. (September 1982, \$3.70). This hefty magazine has more than a half-dozen articles about computers and the disabled.

• *The Catalyst*, Western Center for Microcomputers in Special Education, Inc., Suite 275, 1259 El Camino Real, Menlo Park, CA 94025. (415) 326-6997. (Bimonthly; \$12/year for individuals, \$20 for companies and agencies; complimentary copies sent upon request.) Newsletter that covers the spectrum of special ed/microcomputer topics, including software, hardware and pertinent regulations.

• *Closing the Gap*, Route 2, Box 39, Henderson, MN 56044. (612) 665-6573. (Bimonthly; \$15/year, single copies \$3.) Newspaper that provides information about microcomputer programs and devices that help handicapped individuals "close the gap" between themselves and the rest of society.

• *Micro Markets Examiner*, Kathy Hurley, Morgan Point Press, P.O. Box 411, Eureka Springs, AR 72632. (501) 253-8053. (Ten issues/year, \$74.) Specifically for dealers and software producers, this newsletter includes information about microcomputers and special education in every issue. Other features: marketing column, Washington report (federal funding, etc.), new peripherals and their impact.

• *Personal Computers for the Physically Disabled: A Resource Guide*, Apple Computer, Inc., M/S 9H, 10260 Bandy Dr., Cupertino, CA 95014. (408) 996-1010. Free upon request, this booklet describes microcomputer applications for the handicapped and lists contacts for each program, device, publication or service discussed.

• *Trace Center International Software/Hardware Registry*, see Trace Research and Development Center for the Severely Communicatively Handicapped under Associations, Networks and Government Agencies. (\$15.00 plus \$1.50 for shipping; make checks payable to University of Wisconsin.) A comprehensive, descriptive listing of software, hardware and adapters as well as miscellaneous tips and application notes regarding the use of computers with handicapped individuals.

Producers of Software, Dedicated Hardware and Adaptive Devices

Although many of the following organizations specialize in (or deal exclusively

with) microcomputer products for the handicapped, others (such as Texas Instruments) are included because their products, while not designed exclusively for special education purposes, are widely used in this field.

• *BLS, Inc.*, 2503 Fairlee Rd., Wilmington, DE 19810. (302) 478-4063. Request software catalog.

• *Centurion Industries, Inc.*, 167 Constitution Dr., Menlo Park, CA 94025. (415) 321-0800. Request catalog of dedicated educational computers and compatible software.

• *Developmental Learning Materials (DLM)*, 1 DLM Park, Allen, TX 75002. (214) 727-3346. Request software catalog from vice-president of marketing. Request information about becoming an authorized dealer from Ben Brady, DLM/Argus, 7440 Natchez, Niles, IL 60648. (312) 647-7800.

• *Education TURNKEY Systems, Inc.*, MEAN (see Microcomputer Education Applications Network under Associations, Networks and Government Agencies). Request information about software for educational administrators by mail or through SpecialNet computer bulletin board.

• *Hartley Courseware, Inc.*, P.O. Box 431, Dimondale, MI 48821. (616) 942-8987. Contact: Rosie Bogo. Request software catalog.

• *Micro-Computer Educational Programs (MCE), Inc.*, 157 S. Kalamazoo Mall, Kalamazoo, MI 49007. (616) 345-8681. Contact: Allen Kemmerer. Request dealer kit, which includes software catalog.

• *Minnesota Educational Computing Consortium (MECC)*, 2520 Broadway Dr., Saint Paul, MN 55113. (612) 376-1118. Request software catalog.

• *Southern Microsystems for Educators*, P.O. Box 1981, Burlington, NC 27215. (919) 226-7610. Request catalog of software for special education administrators.

• *Sysdata International, Inc.*, 7671 Old Central Ave. N.E., Minneapolis, MN 55432. (612) 780-1750. Request information packet regarding software for special education administrators and dealer sales.

• *Teaching Tools: Microcomputer Services*, P.O. Box 50065, Palo Alto, CA 94303. (415) 493-3477. Request software catalog and information about the use of computers in special education.

• *Texas Instruments (TI), Inc.*, P.O. Box 10508, M/S 5890, Lubbock, TX 79408. (800) 858-4565. Request catalog of software and adaptive devices. Contact Mary Fesler (415-392-5700) for information about TI software and special education.

• *The Upper Room*, 907 Sixth Ave. East, Menomonie, WI 54751. (715) 235-5775. Request software information.

• *Zygo Industries, Inc.*, P.O. Box 1008, Portland, OR 97207-1008. (503) 297-1724. Request catalog of communication systems and assistive devices. ■