



GKE PRESS RELEASE

**PUBLISHING FOR GLOBAL LEARNING:
Presentation Made in Italy
by Executives from GKE USA, Wayne, New Jersey,
and Jersey Cow Software, Franklin Park, NJ.**

At the invitation and support of the Association of Education Publishers (USA) and the Italian government, executives from GKE USA, Wayne, New Jersey, and Jersey Cow Software, Franklin Park, NJ, presented at the Global Learning Initiative of the International Bologna Book Fair in Bologna, Italy.

Wayne, New Jersey (PRWEB) May 14, 2004--GKE USA, a global education company, informs that its presentation **PUBLISHING FOR GLOBAL LEARNING: Responding to the Unique Needs of Global Learning's Emerging Trends** is now available on the Internet at <http://www.edpress.org/gli/programs.htm>, the site of the Global Learning Initiative, organized by the Association of Educational Publishers in association with the Bologna Children's Book Fair, the world's leading children's publishing event held each April in Bologna, Italy. Year 2004 was the 41st presentation of this international event, and the posted, invited presentation was delivered at that 2004 event.



On April 16, 2004, Florence McGinn, former United States Commissioner on Web-based Education and Senior Vice President of GKE, led a keynote presentation for the GLI on the educational publishing industry's global challenges in a 21st century world. Within discussion of education publishing's international development of market growth opportunities abroad, McGinn addressed that industry's catalyst role in the acceleration of learning's richest capabilities. She explored key issues with emphasis upon educational industry's compelling need to supply successful response to the unique needs of global learning's emerging trends and identified educational publishing's transformational leadership within a new global medium . . . a world of fluid borders connected by global networks.



A Knowledge Era's resultant education economy transforms the modern shape of global education. Florence McGinn was joined in the international industry reach of the GLI presentation by experienced, education industry leaders: GKE CEO and Founder James Chang and Jersey Cow Software's CEO and award-winning game designer Robert Wickenden. In the collaborative segment of the presentation, McGinn, Chang, and Wickenden, together, examined innovative educational business strategies and global opportunities responsive to new, digital learning paradigms.



The presentation was one of three, noontime keynote sessions offered by the Global Learning Initiative <http://www.edpress.org/gli/index.htm> an international business event created through an association of Italy's Bologna Children's Book Fair <http://www.bookfair.bolognafiere.it/Standard.asp?p=122004Bologna&m=12&l=2> and the Association of Educational Publishers (US) <http://www.edpress.org/Default.htm> The Association of Educational Publishers is the national, nonprofit professional organization for educational publishers. The AEP dedicates itself to serving print and digital publishers in today's challenging education industry environment. The invited presentation was designed to serve educational publishers in the international K-12 market through examination of catalysts underlying the 21st century, global learning marketplace and its transformational nature and opportunities

The prestigious, international Bologna Children's Book Fair held annually in Bologna, Italy, attracts publishers, authors and illustrators, literary agents, TV/film producers and other stakeholders in the international children's publishing industry to buy and sell copyrights, establish fresh networking and international business opportunities, discover new talent, learn about the most current industry trends and issues, and to celebrate the best in children's educational print and new media materials.

Executives from GKE and Jersey Cow Software were pleased to present for the GLI and to facilitate the GLI in its on-going initiative to provide business and relationship building at the most important rights market event in children's publishing. The 2004 GLI exhibit area showcased educational, school, library, and new media exhibitors from around the world in a blended learning environment. A GKE exhibit was a part of the 2004 GLI exhibit pavilion.

GKE USA:

GKE™ -- THE HUMAN KNOWLEDGE NETWORK: A GLOBAL SYSTEM OF UNLIMITED POSSIBILITIES –GKE is a global education corporation that utilizes a worldwide business alliance approach aligned with its GKE Innovative Learning system to provide multidisciplinary, multicultural strategies with creative, Information Age priorities. GKE interactions create and implement customized processes of systemic, innovative educational design, 21st century skills-oriented pedagogies, and a GEM (Global Education Model) education industry alliance business model.

For further information contact

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JERSEY COW SOFTWARE

Jersey Cow® is a technology consulting and development company helping businesses and organizations design, build and manage enterprise-scale learning environments, web communities and CD-ROM based learning products. Jersey Cow works with clients, ranging from traditional educational publishers to entertainment media companies, who share a common trait. The company has developed over 190 products for which it has received numerous awards and extraordinary critical acclaim. Clients include IBM, Nickelodeon/MTV Networks, Children's Television Network, Macmillan/McGraw-Hill, Holt, Rinehart and Winston, D. C. Heath and Company, Educational Testing Service, Henson Associates, Scholastic Inc., Kaplan Inc., Highlights for Children, and many others.

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Association of Education Publishers:

<http://www.edpress.org/Default.htm>

Global Learning Initiative:

<http://www.edpress.org/gli/index.htm>

Bologna Children's Book Fair:

<http://www.bookfair.bolognafiere.it/standard2.asp?m=12&l=2&p=Libro2001home>