



Contact: Jill Zimmerman  
Business Development and Communications Specialist  
315.422.3512 x222 | [jill@hezel.com](mailto:jill@hezel.com)

**FOR IMMEDIATE RELEASE**

**HEZEL ASSOCIATES SHARES EXPERTISE IN TEACHER PROFESSIONAL DEVELOPMENT AT STATE EDUCATIONAL TECHNOLOGY DIRECTORS MEETING**

Syracuse, N.Y.-June 30, 2008-- Hezel Associates, the firm recognized nationally for its customized education research, will participate in the roundtable, *Empowering Teachers: A Professional and Collaborative Approach*, on Tuesday, July 1, at the National Educational Computing Conference (NECC). The discussion, hosted by the State Educational Technology Directors Association (SETDA), will gather thought leaders from around the country to develop an issue paper on teacher professional development for the *Class 20/20 Action Plan for Education* series.

SETDA invited Hezel Associates to join the roundtable, which will provide the association with information about research and best practices in teacher professional development as well as information on where SETDA should look for further data. The paper, to be written by Christine Fox, Director of Professional Development & Research at SETDA, will be distributed as an informational resource to top decision makers in state and national governments. Hezel Associates has deep expertise in professional development research and evaluation, and is confident this collaboration with SETDA will provide significant new information to decision makers, including a new executive administration and Congress, as well as school leaders across the USA. The issue paper is expected to be completed and disseminated by September 2008.

SETDA will release several other papers in its *Class 20/20 Action Plan for Education* series on topics related to educational technology, including Science, Technology, Engineering and Mathematics (STEM) and broadband access. The series will include strategies, models, and research that will further decision makers' understanding of these important topics.

In addition to joining the roundtable, Hezel Associates is participating in the Emerging Technologies (ET) Forum & Annual Convocation at NECC, June 28-30. At the SETDA ET Forum, leaders from the public and private sectors come together, building strong partnerships that are vital to the success of current and future programs within their states. SETDA members include educational technology directors and staff from the state departments of education of all fifty states, the District of Columbia and American Samoa.

**About Hezel Associates**

Headquartered in Syracuse, N.Y., Hezel Associates provides research, evaluation and strategic services to national and international clients in education, technology, publishing and business. The firm has earned a distinguished reputation for its state-level program evaluations, and research in teacher professional development and distance education. The U.S. Department of Education, PBS, Thirteen/WNET, the Ohio Department of Education, and the Texas Education Agency are just a few of the clients who rely on Hezel Associates' strategic recommendations to inform decisions and to guide policy development. Dr. Richard T. Hezel, a leading research-oriented education consultant, founded the company in 1987. For further information about Hezel Associates, visit [www.hezel.com](http://www.hezel.com).

###