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ASBO International and U.S. News Custom Briefings Create Daily Briefings for School Business Officials

RESTON, VA — November 15, 2007 — Offered in collaboration with U.S. News Custom Briefings, an affiliate of U.S. News & World Report — the same company that prepares the White House’s daily news summaries — the *School Business Daily* is e-mailed each weekday morning, exclusively to members of ASBO International and its affiliates, to help them stay informed of the latest news in the profession.

The most focused, timely news source available for school business professionals, the *School Business Daily* is a daily email briefing of news in the profession. This member benefit provides busy school business professionals with a concise summary of the news, selected specifically for them and compiled into one e-mail that they can scan in just a few minutes each morning.

“In today’s information-rich environment, a trusted information filter is a valuable tool,” said Ronald A. Skinner, assistant executive director of ASBO International. “Working with the editors from U.S. News & World Report, we look forward to combing the most reliable sources to provide relevant and timely news to our school business professional members.”

Since the July 31 launch, members have been sending ASBO positive feedback. Ronald Frandsen, CPA, Business Administrator, Box Elder County School District (UT) said, “When I read the first issue of *School Business Daily*, I knew I was going to like this new member benefit! It is a great, short capsule of information that gives me a macro view of my school business world every weekday.”

U.S. News Custom Briefings delivers daily, executive-level news briefings to influential and affluent members of leading professional associations. Briefings are prepared overnight and published by 8:00 A.M. daily, analyzing and summarizing content from over 10,000 sources, including TV, radio, and national and local print sources. Our audience is comprised of physicians, attorneys, CEOs, government executives, and educators – all professionals at the tops of their fields and with notable purchasing influence. Briefings are advertiser-supported. The company is a joint venture of U.S. News & World Report, a well respected news organization that has been publishing for 75 years, and Bulletin News, a premium news aggregation and analysis service that serves the President of the United States, much of his cabinet, and Fortune 500 C-Suite Executives.

ASBO International, founded in 1910, is a professional organization of more than 5,500 members that provides programs and services to promote the highest standards of school business management practices, professional growth, and the effective use of educational resources.