

What We've Been Up to for 35 Years!

An Informal History of Exchange

1973

It was a dark and stormy night and all over Boston parents are scurrying to find mittens and socks, preparing to send their children off to Beginnings Nursery School in the morning. Bonnie and Roger are scurrying as well, to rearrange their apartment once more into an early childhood environment. Bonnie had been a high school teacher and Roger a federal bureaucrat when they took a year off to explore Europe on \$5 a day. During this trip they decided to open a child care center. Bonnie gets the ball rolling by starting a family child care home and hiring Roger as her part-time 'approved assistant.'



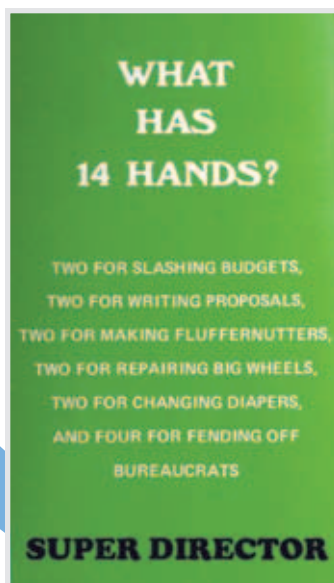
1974

Roger enrolls in a Masters in ECE Administration program at Lesley College in Cambridge. He soon discovers there are no published resources on administering child care programs. So he recruits, with able assistance from Gwen Morgan and Dana (Tracy) Friedman, two highly respected center directors from each state to be members of the Exchange Panel of 100. Panel members share their expertise through surveys on management topics. Their ideas are compiled and returned to them in a free newsletter, *Child Care Information Exchange*.

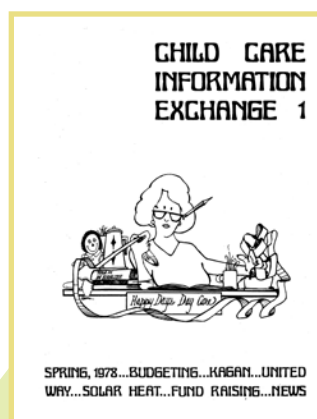
1977

A friend, Stan Nissen, startles Bonnie and Roger with the obvious when he asks, "Why don't you sell subscriptions to *Exchange*?" To see if the early childhood world is ready for

Exchange, they develop the now famous "What Has 14 Hands?" flier. Three thousand of these fliers are mailed to centers in seven states and 2,000 are placed on the seats in administrative workshops at the NAEYC Conference in Chicago. The response is dramatic. Over 2,000 center directors send in \$12 checks for their one-year subscriptions to *Exchange*.



1978



And so *Child Care Information Exchange* is reborn as a magazine. Roger converts a basement coal bin into an office; questionnaires are fired off to Panel of 100 members; writers recruited; gurus interviewed; *How to Start a Magazine* books

devoured; postal regulations researched; and record-keeping systems invented. Bonnie types and lays out articles, checking for alignment using the dining room lamp. And, finally, in April 1978, Bonnie's and Roger's friends gather in their apartment to affix address labels and stamps for subscribers to issue #1.

1982

Exchange hires its first employee, Sandy Brown, who performs duties from typing articles to maintaining the database of subscribers. Within a few years she is joined by Ute Kidder, who takes charge of accounting, and Ann Warren, who starts out as a receptionist and ends up as advertising manager.



Beginnings, a magazine for teachers in early childhood programs, is launched under the editorial guidance of Dennie Palmer Wolf. After a two-year run, the decision is made to convert the magazine into a 16-page insert, *Beginnings Workshop*, in the center of *Exchange*.

1983

1984

1981

Bonnie, Roger, and their three (soon to be four) children decide it is time for a change. They load all their files, fonts, computer, clothes, Legos,® books, and bedding onto a rental truck and head across the country to Seattle.



The first *Exchange* cover director is featured on the November 1983 issue. Since that date, over 200 early childhood professionals have been featured on the cover of *Exchange*.



1979

As a result of a generous offer from Tom Potts and John Rhodes, Community Playthings starts printing *Exchange* and maintaining subscription records on their Wang computer.



Exchange, experiencing a financial challenge, is provided support by Kay and Perry Koulouras, Paula Jorde Bloom, and Robert Lurie. In a subsequent downturn, Doug Schoenberg and Lawrence Schoenberg and, again, Robert Lurie step forward to keep *Exchange* going.

1985

Directors' Network is launched, offering members an array of benefits, including management retreats, the exchange of management tools and center policy documents, and access to consultants. Over the four-year course of Directors' Network, 34 management retreats are held throughout the United States, laying the groundwork for an international network a decade later.

1987



1988

Exchange enters the world of book publishing with Jim Greeman's *Caring Spaces, Learning Places*. Fifteen years later, *Caring Spaces* continues to be an *Exchange* best seller. Over the years, *Exchange* works with other early childhood experts to publish their works: *Hearing Everyone's Voice* edited by Susan Hopkins; *Modeling with Children Under Six* by Roxana Salazar; *Natural Playscapes* by Rusty Keeler; *Not Just Small Change* by Roberta Bergman; *Staying on Course* by Syretha Storey, Barbara McCreedy, and Helen Stine; *Teaching Four-Year-Olds* by Carol B. Hillman; and *Top Ten Preschool Parenting Problems* by Roslyn Duffy.

1994

Exchange goes international. Agreements are signed with partners in Australia, Malaysia, and Singapore to sell subscriptions in those nations.



1996

The January 1996 issue of *Exchange* is the first issue printed in full color.



Working Mother magazine names Roger Neugebauer as one of “25 Champions for Working Parents” along with Ted Kennedy, Bill Clinton, Ted Childs, Rob Reiner, Randall Tobias, George Lucas, Ed Zigler, Stewart Friedman, Roger Brown, James Comer, and Chris Kjeldsen.



WORLD
FORUM
ON EARLY
CARE AND
EDUCATION™

Exchange announces its first World Forum on Early Care and Education in Honolulu and 525 early childhood leaders from 35 nations attend. *Exchange* is assisted in the planning of this and other early World Forums in Singapore, Greece, and New Zealand, by countless supporters including David Gleason, Carmel and Rodney Kenner, Selena Fox, Chip Donohue, Amelia Gambetti, Ken Jaffe, David Weikart, Alan Pence, Lieu Sau Pheng, Peter Moss, Margaret Kabiru, Magela Guimeras, Caus Brandão, Kevin Carnes, John Rhodes, Michael Kalinowski, Sara Klaus, Susan Peebles, Joan Lombardi, Susan Whitaker, Mary Eming Young, Christine Chen, Barnabas Otaala, Lily Wong, and Tom Potts.



1997

1999



Exchange enters the cyber world, launching its online newsbrief, *ExchangeEveryDay*. Its first issue goes out to 350 curious subscribers, and today, over 3,200 issues later, it is delivered daily to over 90,000 subscribers worldwide.

2001

Donna Rafanello, now the Associate Editor of *Exchange*, announces the Writing Mentor Project to help new writers improve their writing skills and get published.

2003

2004

2005



Exchange collaborates with Kay Albrecht to create Out-of-Box-Training Kits. Since then, over 80 kits have been created and over 40,000 copies have been sold.



Building on its success, World Forum is spun off as a separate tax-exempt, non profit organization, the World Forum Foundation. By now the World Forum support team has expanded to include National Representatives in 90 nations, and a host of other leaders including Nancy and John Rosenow, Henry Manani, Larry Railton, Claire Warden, Kenny Spence, Maria Theresa Marcillo, Maysoun Chehab, Yasmina Vinci, Bob Manning, Leslie Falconer, Diane Levin, Ellen Hall, Toni and Robin Christie, Ivan Gallindo, Lynette Okengo, Pam Boulton, Elanna Yalow, Larry Schweinhart, Judith Loh, Radziah Daud, Liana Ghent, Sasa Milic, Aaron Neugebauer, and many, many more.

Expanding its video training resources, *Exchange*, in collaboration with Dan Huber, announces VOICES: Insights from the Field, DVDs offering practical ideas and experienced insights from seasoned professionals.

2008

2009

Exchange enters the video training world, in collaboration with George Forman and Ellen Hall, with the introduction of



Learning Moments, collections of video clips of children in learning situations in early childhood programs. In the same year, *Exchange* partners with University of Wisconsin–Stout to offer CEUs for reading collections of *Exchange* articles.



2012

Taking a major global step, *Exchange*, with the support of Knowledge Universe, publishes the first digital issue of *Exchange International* and distributes it to 2,100 charter subscribers in 45 nations.



After more than two years in development with Dan Huber, *Exchange* unveils its first Turn-Key Training resource, Preventing Obesity and Promoting Wellness in Early Childhood Settings, a series of 14 lessons on movement and nutrition.



2013

The 35 years have brought the usual assortment of bumps and joys, but what has kept Bonnie, Roger, and the *Exchange* team going is all the wonderful people around the world — writers, advertisers, readers, and champions, too numerous to name — who have helped us along the journey and continue to sustain us with their support and friendship.

Thank You!

Thank You Exchange Team

Exchange magazine is truly a team effort. Over the 35 years, the magazine has benefited from the contributions of . . .

Kay Albrecht
Paul Axtell
Jonah Baker
John Bergstrom
Scott Bilstad
Allyson Borgelt-Lindsley
Winfield Boyer
Caren Brown
Sandy Brown
Jessica Christian
Sandy Cramer
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Emily Goodeve
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Marcia Harbaugh
Debra Hartzell
Kirsten Haugen
Lena Jackson
Ute Kidder
Lori Kay
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MaryJo Lobdell
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Christina Mulligan
Aaron Neugebauer
Sarah Pacopac
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Pam Priseman
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Dawn Rosner
Nancy Ryan
Bruce Schon
Melody Scott
Jennifer Shiner
Karen Stephens
Deborah Sullivan
Mary Warner
Ann Warren
Shasta Zenelle Weiss
Carole White

TO BE CONTINUED...