Ten years ago, the Internet was known as the information superhighway, but today that phrase is rarely used. Instead, terms like “PDA” and “podcast” roll off our tongues as naturally as “accountability” and “standards.” NAESP has stayed abreast of these technological advances and is offering member benefits that keep principals on the cutting edge of the latest technology. NAESP has three new technology initiatives that inform, engage, and connect principals to help them in their jobs.

- **The E-Knowledge Portal** is a unique tool that allows administrators to visit just one place for their research needs, without worrying about the validity of the information or sorting through promotional and misleading material. The portal stores information from journals, magazines, newspapers, books, and videos, and allows members to join discussion forums and e-mail communities.

- **The Principals’ Office** ([http://naesp.typepad.com](http://naesp.typepad.com)) is NAESP’s new blog and a way for members to connect with colleagues and other K–12 educators. The Principals’ Office is a virtual community of principals that highlights the complex and rewarding job that principals have.

- **iShops** is an online store offering custom designs for schools and more than 60 different products to choose from. There’s no setup cost or maintenance fee, and the schools receive a percentage on all merchandise sold through the store.

In addition, NAESP offers the EdUMarket ([www.edumarket.org](http://www.edumarket.org)), a comprehensive Web site offering one-stop shopping for all education leaders, and the Principals Helpline, a great way to e-mail veteran colleagues with questions that require a speedy but knowledgeable response.

For more information on these initiatives, visit [www.naesp.org](http://www.naesp.org).