



Connecticut Association
of Boards of Education

Business Affiliate Guide

Support

Education

Advocacy

*2025
2026*

*Empowering
Education
Partnerships*

The Leading Voice for Connecticut Public Education



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To become a CABE Business Affiliate

please go to our website at www.cabe.org and click the "About" tab.

Or visit <https://tinyurl.com/yvg8srvu>



81 Wolcott Hill Road, Wethersfield, CT 06109-1242
(860) 571-7446 • Fax (860) 571-7452 • www.cabe.org

On behalf of the Board of Directors and the entire Connecticut Association of Boards of Education (CABE) team, we are excited to present our Business Affiliate Guide—a comprehensive resource detailing our association’s mission, values, and the range of benefits available to CABE Business Affiliates.

This guide offers a comprehensive overview of CABE and business affiliate benefits aimed at fostering excellence in public education statewide. From pioneering professional development initiatives to influential policy work and dedicated advocacy efforts, our commitment remains steadfast in supporting business leaders like you.

We appreciate the commitment to public education shared by CABE’s Business Affiliates.

As we navigate the challenges and opportunities ahead, we stand prepared to collaborate with you in advancing our shared mission of educational excellence for ALL of Connecticut’s students.

CABE recognizes the value of working closely with business affiliates committed to advancing public education.

Our effective and productive Business Affiliate relationships:

- Bring value to CABE, its members, and Business Affiliates
- Enable Business Affiliates to meaningfully contribute to the work of CABE beyond financial support
- Foster collaboration and innovation through an ongoing, transparent dialogue and exchange of information

Working with CABE offers access to approximately 1,450 school board members and 166 school districts across the state, with a combined buying power of more than \$13 billion. The annual CABE/CAPSS Convention and other events are well attended by school board members, superintendents, school leaders and education professionals, offering numerous networking opportunities and advertising channels.

CABE offers several different ways to leverage our resources to achieve your goals. We can work with you to customize an opportunity that best matches your resources and objectives. We appreciate the commitment to public education shared by CABE’s Business Affiliates.

Sincerely,



Meg Scata
President, CABE



Patrice McCarthy
Executive Director and
General Counsel, CABE

About CABA

Purpose

The Connecticut Association of Boards of Education (CABE) is a statewide non-profit organization that advocates for public schools and school board leadership in Connecticut. CABE is dedicated to strengthening public education through advocacy, education and service to our member boards of education. It's our belief that providing high-quality education for all Connecticut children begins with effective leadership. CABE exists solely to support our school boards so the future of public education continues to be a bright one.

Mission

To assist local and regional boards of education in providing high quality education for all Connecticut children through effective leadership.

Vision

CABE is passionate about strengthening public education through high-performing, transformative local school board/superintendent leadership teams that inspire success for each child.





143
MEMBER SCHOOL DISTRICTS

1,430
BOARD OF EDUCATION MEMBERS

468,900
CONNECTICUT PUBLIC SCHOOL STUDENTS

EDUCATION

**PARTICIPANTS IN
CABE TRAININGS SINCE 2015:**



4,208

CABE/CAIPSS
STATE CONVENTION



788
ADMINISTRATIVE
PROFESSIONALS



CUSTOM CABE
WORKSHOPS

**LEADERSHIP DEVELOPMENT
SINCE 2020:**



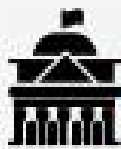
FREE
WEBINARS

ADVOCACY



87

BILLS ON WHICH
CABE PROVIDED
TESTIMONY
SINCE 2021



1,908

PARTICIPANTS IN
DAY ON THE HILL
SINCE 2009



93

MEETINGS WITH
CONNECTICUT
CONGRESSIONAL
DELEGATION IN
WASHINGTON, DC
SINCE 2010



700+

LEGAL INQUIRES
ANSWERED ANNUALLY



263

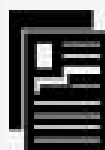
LEGISLATIVE
BREAKFASTS
ORGANIZED
SINCE 1985

SUPPORT



700+

POLICY INQUIRES
ANSWERED ANNUALLY



582

ISSUES OF
POLICY HIGHLIGHTS
NEWSLETTER
PRODUCED
SINCE 2000



145

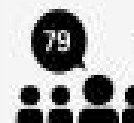
POLICY MANUALS
DEVELOPED FOR
DISTRICTS
SINCE 1995



NEWS

475

ISSUES OF
CABE
JOURNAL
PUBLISHED
SINCE 1985



79

BOARD CHAIR
CHECK-INS
SINCE 2020

2026 CABE Board of Directors

Executive Committee



President
Meg Scata
(Portland)

C: 860-834-6063
megscata@gmail.com



First Vice President
Lon Seidman
(Essex)

C: 860-577-0566
lseidman@reg4k12.ct.us



Vice President for Government Relations
Kim Walker
(Westbrook)

C: 860-853-8464
kwalker@westbrookctschools.org



Vice President for Professional Development
Jaime Barr Shelburn
(East Lyme)

C: 860-501-2511
jaime.shelburn@elpsk12.org



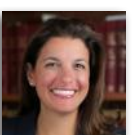
**Secretary/
Treasurer**
Hartford
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B: 860-883-6244
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Committee Chairs



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Resolutions Chair
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State Relations Chair
Julia Dennis
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City Representatives



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Hartford
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Area Directors



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Area 8
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(Westbrook)

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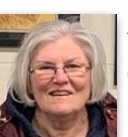
Area 3
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Area 7
Melissa Mongillo
(Derby)

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mmongillo@derbyps.org

CABE Staff

Here to help meet your needs!

Administration

The Administration Department can help with general information, board relations, student leadership, Board leadership, Accounts receivable, accounts payable, district dues, Unemployment Cost Control, reporter inquiries.



Patrice McCarthy
Executive Director
and General Counsel
pmccarthy@cabe.org



Joanna Iannucci
Coordinator of
Finance and
Administration
jiannucci@cabe.org



Annette Tamburrino
Association/Board
Administrative Assistant
atamburrino@cabe.org

Policy

The Policy Services Department can help with Policy Audits, Custom Policy Manual, Policy Highlights, Policy Update, sample policies, consultancy, C.O.P.S. online policy, broadcast emails, website.



Jody Goeler
Sr. Staff Associate
for Policy Services
jgoeler@cabe.org



Pam Brooks
Sr. Administrative
Associate for
Policy Services
pbrooks@cabe.org



Shannon Hamilton
Administrative
Assistant
for Policy Services
shamilton@cabe.org

Membership

The Membership Department can help with Convention, board/superintendent relations, board training, workshops, CABE Journal, Board Member Academy credits, individual workshops, publications, database, broadcast emails, website.



Lisa Steimer
Deputy Executive
Director
lsteimer@cabe.org



Nicholas Caruso
Associate Executive
Director for Field
Services and
Technology
ncaruso@cabe.org



Nancy Propfe
Administrative
Assistant for
Membership
Services
npropfe@cabe.org

Government Relations

The Government Relations Department can help with advocacy, reporter inquiries, Resolutions, Education Law Summaries, legislative issues, Advocacy Highlights, Day On The Hill, Delegate Assembly, Legislative Wrap Up, broadcast emails, website.



Sheila McKay
Associate Executive Director
for Government Relations
smckay@cabe.org



Gail Heath
Administrative Associate for
Government Relations/Assistant to
the Executive Director
gheath@cabe.org

Labor Relations

The Labor Relations Department can help with legal issues, Negotiations Data Service, Custom Negotiations, District Information, Statistics, reporter inquiries, broadcast emails, website.



Conrad Vahlsing
Deputy General Counsel
cvahlsing@cabe.org



Wilmarie Newton
Administrative Associate for
Digital Communications
wnewton@cabe.org

Business Affiliate Levels & Benefits

VALEDICTORIAN

\$11,550 PER YEAR

Services and benefits include all services in Scholar, Honor Roll, High Honors and Salutatorian Levels plus:

- One free exhibit booth (each 4' x 8') at the annual CABA/CAPSS Convention
- Free full-page advertisement in the Convention program
- Ability to send one free mailing to full Association membership through CABA office (Note: CABA maintains editorial control)
- Two free Full-color, full-page advertisements in CABA Journal
- One custom presentation on public education in Connecticut, delivered by a member of the CABA Senior Staff

SALUTATORIAN

\$5,400 PER YEAR

Services and benefits include all services in Scholar, Honor Roll and High Honors Levels plus:

- A 50% discount on one exhibit space at the annual CABA/CAPSS Convention
- A 50% discount on advertising in the CABA Journal
- A 50% discount on advertising in the Convention program
- Three sets of CABA school district labels

HONOR ROLL

\$1,200 PER YEAR

Services and benefits include all services in Scholar Level plus:

- One set of CABA school district mailing labels
- One free half-page advertisement in CABA Journal

- A 15% discount on advertising in the CABA Journal
- A 15% discount on one exhibit space at the CABA/CAPSS Convention
- A 15% discount on advertising in Convention program

HIGH HONORS

\$2,775 PER YEAR

Services and benefits include all services in Scholar, and Honor Roll Levels plus:

- Access to the member section of the CABA website
- A 25% discount on one exhibit space at annual CABA/CAPSS Convention
- A 25% discount on advertising in Convention program
- A 25% discount on advertising in the CABA Journal
- One free full-page or two half-page advertisements in the CABA Journal
- One article about how your business can help school board in the CABA Journal
- Two sets of CABA school district mailing labels
- CABA Legislative Reports

SCHOLAR

\$650 PER YEAR

Services and benefits include:

- Unlimited electronic subscriptions to the CABA Journal
- Up to six subscriptions to the CABA Journal, CABA's principle periodical publication
- Inclusion on a list of CABA affiliate members published monthly in the Journal
- A copy of CABA's annual report on the results of the Connecticut General Assembly, Education Law Summaries
- Recognition at the CABA/CAPSS Convention
- Listing at a special location on our Website
- A 10% discount on advertising in the CABA Journal and Convention program

Choose the one that best serves your needs.

All benefits are provided for one year
July 1, 2025-June 30, 2026

To become a CABA Business Affiliate

Visit our website at www.caba.org
and click the "About" tab.

Or visit <https://tinyurl.com/yv98srvu>

CABE Journal

The *CABE Journal* is the Association's primary publication. It is a "must read" for board members, superintendents, business managers, other administrators and other education leaders in Connecticut. It is published 11 times a year and is designed to encompass all material in an easy-to-read fashion. Available to members both in print and digitally, readers of the *CABE Journal* find a wide range of educational topics covered in each issue. All CABE members receive the *Journal* as part of their membership.

Why advertise in the *CABE Journal*?

Advertising in the *CABE Journal* offers you the best opportunity to get your message directly to the people who make the financial decisions for our schools and our students. It is the **ONLY** publication in the state that reaches board members, superintendents and their administrative staffs regularly.

Facts:

- Connecticut public schools spend over \$13 billion a year.
- Connecticut school districts employ 52,000 certified staff members.
- Connecticut school districts serve over 450,000 students.
- Connecticut school boards control over 1,000 schools more than any other employer in the state.
- The 166 Connecticut school districts are run by approximately 1,450 local school board members who control how the school district's money is spent.

The **CABE Journal** will be **printed 6** times per year beginning with the September 2025 issue. We will continue to distribute a **digital CABE Journal 11** times per year with a combined July/August edition.

Note: Ads in the digital issues will be linked to the advertisers' website.

2025-2026 CABE Journal Distribution Schedule

Print & Digital Journal

September
December
February
March
April
June

Digital Only Journal

July/August
October
November
January
May

Advertising Rates and Mechanical Specifications

(distributed monthly)

Size (incl. dimensions)	1x	3x	6x
Full page (width 10" x length 13 1/4")	\$625	\$525	\$425
1/2 page (width 10" x length 6 1/2")	\$425	\$375	\$325
1/4 page (width 4 7/8" x length 6 1/2")	\$275	\$225	\$175
1/8 page (width 4 7/8" x length 3 1/4")	\$180	\$160	\$140

Additional discounts for full year (12x) contracts. Please contact Lisa Steimer at 860-571-7446 or lsteimer@cabe.org for more information.

Business and Education Affiliate Members receive a 10% discount on advertising.

Prices effective: July 1, 2025

Full page

Half page

Quarter page

Eighth page

Circulation: 2,000 copies statewide, to local and regional boards of education members, superintendents, assistant superintendents, business officials, other administrators and related state and national education leaders.

Frequency: Published 11 times a year. The *CABE Journal* will be published digitally 11 times in 2025-2026. Six will be printed in 2025-2026.

**For the Advertising
Insertion Contract:**

**Visit <https://www.surveymonkey.com/r/5PFFWD3>
or contact Lisa Steimer at 860-571-7446.**

The Connecticut Association of Boards of education, publisher of the *CABE Journal*, reserves the right to reject advertising which it deems unsuitable, and to refuse acceptance of advertisements from advertisers of questionable credit or trade standing. Publisher reserves the right to enclose any advertisement in a 1 pt. rule, add the word "advertisement" in the upper left hand corner of the advertisement, or otherwise identify display as advertising matter. Rates are subject to change upon thirty days notice. A contracted rate will hold until contract terminates. No cancellations will be accepted by the publisher after the closing date. Protective agreement — the advertiser and/or advertising agency agree to indemnify and protect the publisher from any claims or actions based upon the unauthorized use of names or illustrations, copyright infringements, libelous or false statements contained in their advertisement.

Write for Us!

Find information on the process of submitting articles to the *CABE Journal* by visiting https://www.cabe.org/uploaded/Journal/Writers'_Guide.pdf

CABE/CAPSS Convention

November 20-21, 2026

STAND OUT FROM THE CROWD

Your presence at the CABE/CAPSS Convention positions your company among the state's education leaders, giving you a distinct edge by participating in this premier event. From increasing awareness to generating greater booth traffic, you will undoubtedly maximize your profile to this critical market.

❖ PLATINUM SPONSORS • \$7,500 PLUS

Benefits also include all Bronze, Silver, Gold and Diamond Sponsorship Benefits, plus

- Placement of one information piece in Convention packets, but no catalogs, please
- Opportunity to briefly address Convention attendees
- 15% Discount on CABE Business Affiliate membership at the Gold, Diamond or Platinum Levels
- 25% discount on a single advertisement in the *CABE Journal*

❖ DIAMOND SPONSORS • \$5,000-7,499

Benefits also include all Bronze, Silver and Gold Sponsorship Benefits, plus

- One e-mail message, approved by CABE, sent on your behalf to registered Convention attendees
- Recognition in pre-Convention E-letter, sent to all board of education members and superintendents
- Sponsor logo featured on our sponsor sign, to be displayed in highly visible area
- 20% discount on a single advertisement in the *CABE Journal*

❖ GOLD SPONSORS • \$2,500-4,999

Benefits also include all Bronze and Silver Sponsorship Benefits, plus

- Recognition in Convention Edition of the CABE Newsletter
- List of Convention attendees containing name and district
- 15% Discount on a single advertisement in the *CABE Journal*

❖ SILVER SPONSORS • \$1,500-2,499

Benefits also include all Bronze Benefits, plus

- 10% discount on a single advertisement in the *CABE Journal*
- One complimentary registration at a CABE workshop (exception: CABE/CAPSS Convention)

❖ BRONZE SPONSORS • \$500-1,499

Benefits include

- Recognition in Convention Program
- Special Sponsor Ribbon for you and your staff
- Custom signage at sponsorship site
- Recognition on the CABE website
- Sponsor name featured on highly visible display

For the CABE/CAPSS Convention Sponsorship Form visit
<https://www.surveymonkey.com/r/X22MPJT>

Contact
Lisa Steimer
860-571-7446
or
lsteimer@cabe.org
for more
information
or to secure a
sponsorship.

Convention Magazine (print only)

Cover / One page

Half page

Quarter page

November 20-21, 2026

Advertising Rates and Mechanical Specifications

(Distributed to all participants at the Convention)

Size (incl. dimensions)

Back Cover..... \$750
(width 5" x length 8")

Inside Front Cover..... \$575
(width 5" x length 8")

Inside Back Cover..... \$550
(width 5" x length 8")

One Page..... \$400
(width 5" x length 8")

Half Page..... \$300
(width 5" x length 3.95")

Quarter Page..... \$250
(width 2.4" x length 3.95")

If you are a CABE Business or Education Affiliate Member you are entitled to a partnership discount on advertising in the CABE Journal and the Convention Registration Book and Magazine.

Scholar member 10% discount | Honor Roll member 15% discount

High Honors member 20% discount | Salutatorian member 25% discount

Valedictorian member 50% discount

For the CABE/CAPSS Convention Advertising Insertion Order Form visit

<https://www.surveymonkey.com/r/5BYN75J>

Contact Lisa Steimer at 860-571-7446 or lsteimer@cabe.org for more information

Exhibit Hall

An unparalleled opportunity to showcase your products or services to an audience comprising of decision-makers in Connecticut's public education sector. You play a pivotal role in informing our members about the latest and most innovative offerings available to the educational community.

We offer exhibitors two booth options:

• **Standard booths.....** \$1,900
situated inside the exhibitor hall within the Mystic Ballroom.

• **Premiere booths.....** \$2,400
located in the hallways outside of the Mystic and Marriott Ballrooms.

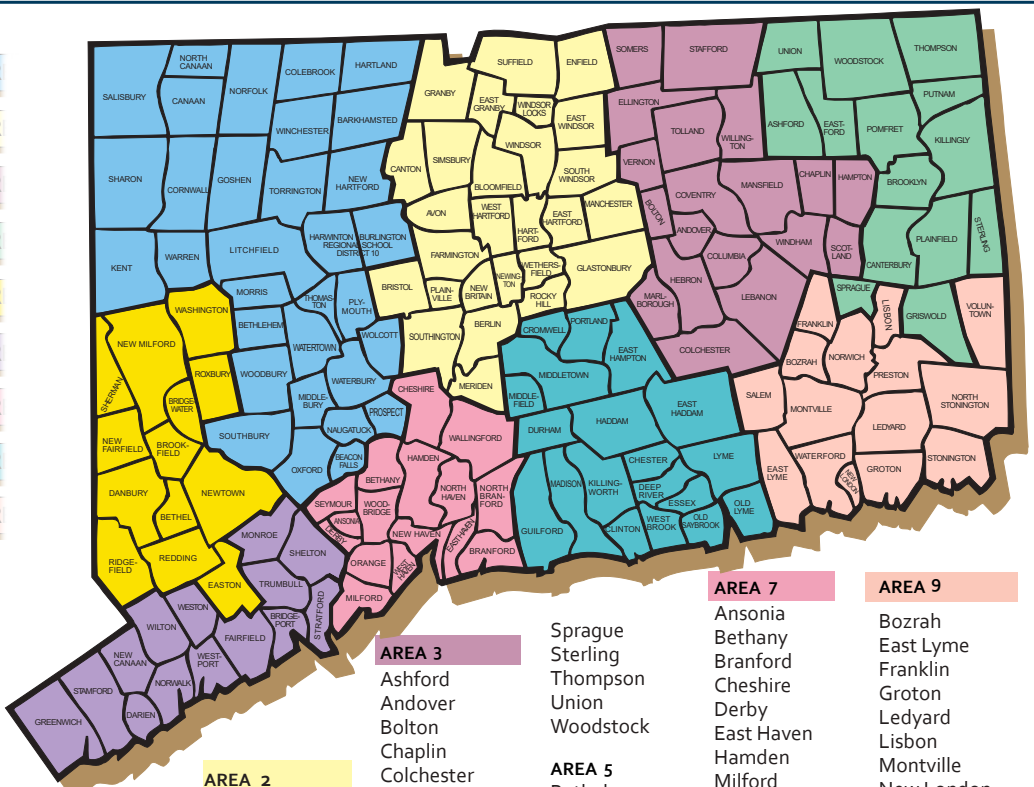
Booths are allocated on a first-come, first-served basis and sell out quickly.

**Contact
Dawn Cole
at**

**860-236-8640
or**

**dcole@capss.org
for more
information**

CABE Area Map



AREA 1

Barkhamsted
Canaan
Colebrook
Cornwall
Hartland
Kent
Litchfield
Naugatuck
New Hartford
Norfolk
North Canaan
Oxford
Plymouth
Region 1
Region 6
Region 7
Region 10
Region 14
Region 15
Region 16
Salisbury
Sharon
Thomaston
Torrington
Waterbury
Watertown
Winchester
Wolcott

AREA 2

Avon
Berlin
Bloomfield
Bristol
Canton
East Granby
East Hartford
East Windsor
Enfield
Farmington
Glastonbury
Granby
Hartford
Manchester
Meriden
New Britain
Newtown
Plainville
Rocky Hill
Simsbury
Southington
South Windsor
Suffield
West Hartford
Wethersfield
Windsor
Windsor Locks

AREA 3

Ashford
Andover
Bolton
Chaplin
Colchester
Columbia
Coventry
Ellington
Hampton
Hebron
Lebanon
Mansfield
Marlborough
Region 8
Region 11
Region 19
Scotland
Somers
Stafford
Tolland
Vernon
Willington
Windham

AREA 4

Brooklyn
Canterbury
Eastford
Griswold
Killingly
Plainfield
Pomfret
Putnam

Sprague
Sterling
Thompson
Union
Woodstock

AREA 5

Bethel
Brookfield
Danbury
Easton
New Fairfield
New Milford
Newtown
Redding
Region 9
Region 12
Ridgefield
Sherman

AREA 6

Bridgeport
Darien
Fairfield
Greenwich
Monroe
New Canaan
Norwalk
Shelton
Stamford
Stratford
Trumbull
Weston
Westport
Wilton

AREA 7

Ansonia
Bethany
Branford
Cheshire
Derby
East Haven
Hamden
Milford
New Haven
North Branford
North Haven
Orange
Region 5
Seymour
Wallingford
West Haven
Woodbridge

AREA 8

Chester
Clinton
Cromwell
Deep River
East Haddam
East Hampton
Essex
Guilford
Madison
Middletown
Old Saybrook
Portland
Region 4
Region 13
Region 17
Region 18
Westbrook

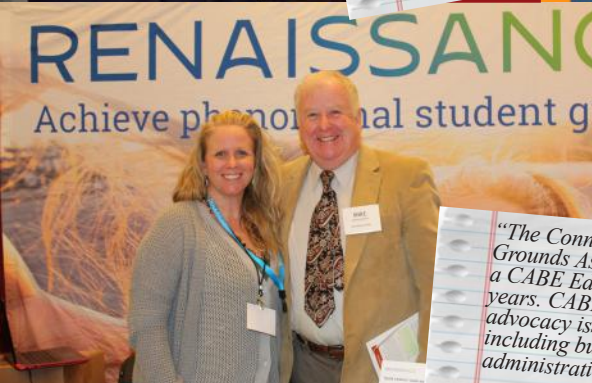
AREA 9

Bozrah
East Lyme
Franklin
Groton
Ledyard
Lisbon
Montville
New London
North Stonington
Norwich
Preston
Salem
Stonington
Voluntown
Waterford

Partners in Public Education



"Working with CABE has been an outstanding experience marked by professionalism, respect, and support. Their collective knowledge, experience and extensive resources have significantly enhanced our mutual success. I highly recommend collaborating with CABE."
- CASBO



"The Connecticut School Buildings and Grounds Association (CSBGA) has been a CABE Educational Affiliate for many years. CABE keeps us well informed on advocacy issues concerning public schools including buildings, students, facilities and administration."
- CSBGA





Connecticut Association of Boards of Education
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