

November 2008

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NEA Members can save 20% off the retail cost of a *Weekly Reader* classroom subscription for the 2009 spring semester. Offer ends November 15, 2008. Go to neamb.com/reader for more information!

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NEA Click & Save "Buy-lights" for November 2008

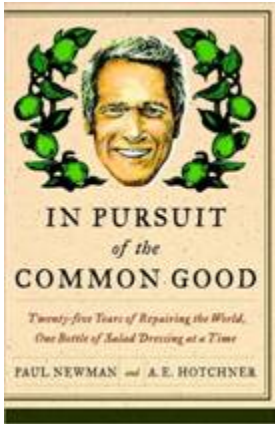
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NEA MEMBERS SAVE 38% Pay only \$9.27
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In Pursuit of the Common Good: Twenty-Five Years of Improving the World, One Bottle of Salad Dressing at a Time

It was 1982 when Paul Newman and A. E. Hotchner made their foray into local gourmet shops with bottles of their homemade salad dressing. The venture was intended to be a lark, a way to poke fun at the traditional way the market operates. Hurdling obstacle after obstacle, they created the first company to mass-market all-natural products, eliminating the chemicals, gums, and preservatives that existed in food at the time. This picaresque saga is the inspiring story of how the two friends parlayed the joke into a multimillion-dollar company that gives *all* its profits to the less fortunate without spending money on galas, mailings, and other expensive outreaches. It also serves as a textbook for foundations and charitable organizations looking to do the most good they can with what they have.

Retail Price: \$14.95. Offer valid 11/1/08 – 12/15/08. Discount will be applied at checkout. Go to neamb.com/bn and click on the NEA Bookstore link.

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