

*An Applied R&D Lab Serving Solo and Family-based Entrepreneurs
in Rural and Distressed Urban Communities*

The “War College” of the Small Is Good Business Revolution
On the Web: <http://sohodojo.com> Email: hosts@sohodojo.com

*P.O. Box 902
Havre, MT 59501
Phone: 406-265-6354*

FOR IMMEDIATE RELEASE

SELMA WASSERMANN JOINS SOHODOJO ADVISORY BOARD

**CASE METHOD BASED LEARNING TO SUPPORT RURAL AND
DISTRESSED URBAN ECONOMIC DEVELOPMENT**

CONTACT

Timlynn Babitsky
Sohodojo, Inc.
Havre, MT
406-265-6354
[Mailto:babitsky@sohodojo.com](mailto:babitsky@sohodojo.com)
<http://sohodojo.com>

01 June 2004, Havre MT and Vancouver, BC – Selma Wassermann, Professor Emerita of Simon Fraser University and authority on teaching and education materials development using case method has taken a seat on the Sohodojo Advisory Board. Sohodojo is a non-profit R&D lab dedicated to the exploration and development of new business models and associated software technologies to support solo and family-based entrepreneurs in rural and distressed urban communities.

“Selma Wasserman’s deep knowledge and experience in designing educational curriculum based on Case Method Teaching will be invaluable to Sohodojo’s efforts to develop microenterprise and small business networks in rural and distressed urban communities,” said Timlynn Babitsky, co-founder and research director of Sohodojo. “Prospective micro-entrepreneurs will have to suspend ingrained beliefs about growth and success in business in order to embrace the microenterprise network paradigm shift. Selma’s deep knowledge and experience in experiential learning will help us accomplish this agenda.”

“Jim and Timlynn are breaking new ground which will require potential rural and distressed urban entrepreneurs to rethink a number of their unquestioned mindsets,” Selma Wassermann said. “It will be an exciting and interesting challenge to assist Sohodojo in the design and development of education materials and training programs to help these folks make that shift in their business thinking.”

Sohodojo is a 501(C)(3) non-profit applied R&D lab with an education and research agenda dedicated to the exploration and development of innovative “Small Is Good” business models and their associated software technologies supporting solo and family-based entrepreneurs in rural and distressed urban communities seeking sustainable futures.



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Selma Wassermann
*Professor Emerita
Simon Fraser University
Vancouver, BC Canada*



6.1.04

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Selma Wassermann, Professor Emerita from Simon Fraser University, is a groundbreaking educator. She was an early proponent of individualized education, a pioneer in teaching for thinking, and at the forefront in developing the use of Case Method Teaching, especially in primary and secondary education. Her list of publications is extensive and she is much in demand for conferences, seminars and workshops in the U.S., Canada and Europe. Dr. Wassermann is the proud holder of the prestigious University Award for Teaching Excellence, a member of the National Faculty in the U.S., and an invited speaker in the Phi Delta Kappa author/lecturer series. In 1986, Dr. Wassermann was honored by the Harvard Graduate School of Business for her leadership in promoting case method teaching in secondary schools across Canada and the United States. She is well known through her numerous publications and articles including the groundbreaking book, “*Serious Players in the Primary Classroom*” (Teachers College Press 1990, 2000) which has been a perennial best seller in North America as well as in translation overseas.

Sohodojo is a U.S. 501(C)(3) non-profit applied research and development laboratory with a complementary educational and advocacy mission. Sohodojo envisions and develops new forms of decentralized and distributed business models to support solo and family-based entrepreneurs in rural and distressed urban communities. These new microenterprise and small business networks are designed to support these entrepreneurs’ participation in the Network Economy. Sohodojo works with local economic, community, and business development organizations to envision and perform applied research and demonstration projects that foster the spirit of entrepreneurship and individuality as a means of revitalizing community. All software technologies and educational materials developed by Sohodojo are made available under Open Source and Open Content licenses. Additional information can be found at <http://sohodojo.com>.

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