

PRIMECREST.

WHERE VISION MEETS VOICE

THE SEPTEMBER
ISSUE

VOL. V · NO. 05

2026

The Classroom

Forty-four years in the room.
Blackboard and chalk, then a
SmartBoard, and the subject
never changed.

Joan
GILLMAN

The teacher who spent forty-four years making room for
wonder.

THE SEPTEMBER ISSUE
THEPRIMECREST.COM

Unstoppable **LEADER**

making a difference in
2026

Science
Teacher

**THE BROWNING
SCHOOL, NEW YORK**

The honor

Named Top Educator of the
Decade 2026 by the
International Association of Top
Professionals.

SCAN TO READ



THEPRIMECREST.COM

Editorial

MAKE ROOM FOR WONDER.

Joan Gillman has kept a science classroom for forty-four years, from blackboard and chalk to a SmartBoard and a Green Team that writes the week's action itself. This edition is about the room she keeps building.

From the Editors

FORTY-FOUR SEPTEMBERS IN THE SAME SUBJECT

Long before anyone gave her a laboratory, Joan Gillman was mixing powders in the bathroom, sure that a new product would come of it if she only kept going. Forty-four years of teaching later, the habit has a name she uses without embarrassment: making room for wonder.

The facts are plain and we kept them that way. She has taught since 1982. Her first classroom held a blackboard and chalk, and when the first computer arrived she could not find the switch to turn it on. Today, at The Browning School in New York, she teaches across three platforms at once. The tools kept changing. The subject never did.

Her case is a patient one: a child who builds a thing and then teaches it has learned it for good. A stewardship habit small enough to finish can still change a school.

We printed her answers in the order she gave them. After Hurricane Melissa the Green Team collected in the first-floor lobby for four days and ran a bake sale on the fifth. The week raised \$2,300.32 for Project Hope and American Friends of Jamaica. None of it stayed at the school. No second career was invented for the photograph.

If your own classroom, or your own team, is running short of wonder this term, the most useful pages here are the quiet ones: the Green Action of the Week, decided by the team and posted on every floor, and a park cleanup that starts at half past seven on a Monday morning.

The Editors

PRIMECREST EDITORIAL DESK

*Read it slowly. Then go and look at the
classroom.*

CONTENTS

THE SEPTEMBER ISSUE · VOL. V · 2026

- 02** THE EDITOR'S LETTER
Forty-four Septembers in the same subject.
-
- 04** CREDITS
The desk that put this edition on the page.
-
- 05** JOAN GILLMAN
The teacher who made room for wonder, from chalk to a SmartBoard.
-
- 06** THE CLASSROOM
Bathroom chemistry, shoe-box robots, three platforms, and the record.
-
- 07** THE GREEN TEAM
Green Action of the Week, posted on every floor.
-
- 08** FORTIORA · APPLIED AI
One AI engine for the whole campaign, from the publisher's desk.
-
- 10** BE FEATURED
Because your story deserves the record.

CREDITS

THE SEPTEMBER ISSUE · VOL. V · 2026

EDITOR-IN-CHIEF	Katherine A. Mercer
MANAGING EDITOR	Daniel Whitfield
FEATURE EDITOR	Rebecca Sloan
ART & DESIGN HEAD	Marcus Ellison
TYPE & COMPOSITION	Nathan Brooks
COVER DIRECTION	Claire Donovan
PHOTO EDITOR	Gregory Hale
INTERVIEW	Printed as answered
FACT DESK	Emily Carter
DIGITAL PRODUCTION	Aaron Pierce
BUSINESS DEVELOPMENT	Jonathan Reyes
SUBSCRIPTIONS	theprimecrest.com



JOANGILLMAN

The teacher who spent forty-four years making room for wonder.

THE SWITCH SHE COULD NOT FIND.

Forty-four years in the room. The tools kept changing. The subject never did.

Her first classroom, in 1982 at St. Angela Merici School, held a blackboard and a box of chalk, and it was everything she needed. When the first computer arrived she could not find the switch. The same hands now run a SmartBoard without a second thought.

The scientist arrived first. As a child she mixed powders in the bathroom, held a yardstick to falling snow, and built robots from shoe boxes. With her older brother she laid out a model town, Kinderkamack Village. Nobody called any of that a curriculum. It was one anyway.

BEFORE THE FIRST CLASSROOM

In high school there was a community service requirement for graduation. She taught recorder, tutored in math, and organized games in the lower school's playground, making sure every student took part: those who were athletically endowed and those who were not. She also taught swimming at the local JCC, including children with special needs.

“

Give each child an opportunity to shine, and never give up on the goals you hold for them.

The proof came during her student teaching at P.S. 47, the junior high school for the deaf, where seventh, eighth and ninth graders built a working amusement

park, rides and all. She has been biased toward making things ever since.

THREE PLATFORMS AT ONCE

This year at Browning she teaches kindergarten, second, and fourth, and still runs the K-8 Green Team. The youngest students work on Seesaw. In earlier years she also used Google Classroom and Canvas, one platform to a division. She reaches for labs more than she once did, because a student holds a topic longer after building it, writing a song about it, or teaching it to somebody who does not understand it yet.

Artificial intelligence is in the room now. This past year the school pulled the technology back in the science labs, and paper and pencil returned to the bench. The tool is welcome where it helps and set aside where it would do a child's growing for them.

THE CIRCUIT AND THE RECORD

She is a Subject Area Representative for STANYS for Elementary Science in NYC. She has led workshops at the STANYS conferences as well as NSTA, STEMTeachersNYC, SCONYC, and NYSAIS. Straw Rockets are Out of This World was published in the NSTA journal Science and Children, then selected for the NSTA book Bringing STEM to the Elementary Classroom.

The honors caught up in 2025 and 2026: Top Educator of the Decade 2026, Woman of the Year and Lifetime Achievement from the IAOTP. She would rather talk about the room. Listen first. Keep a sense of humor on the hard days. Ask for help, because the building is full of teachers, none of them finished learning either.

Students hold a topic longer when they build it, sing it, run it, or teach it.



IAOTP · TOP EDUCATOR OF THE DECADE 2026, PRESENTED TO JOAN AVA GILLMAN

— THE SIGNATURE STORY · TWO —

GREEN ACTION OF THE WEEK.

The Green Team decides the Green Action of the Week and posts the signs on each floor. Lights off when you leave the room. Use both sides of the paper. Recycling sorted correctly. No pencils snapped in half for the fun of it. A rule a child wrote is a rule a child keeps.

After Hurricane Melissa they manned a table in the first floor lobby Monday through Thursday and ran a bake sale on Friday. The week raised \$2,300.32 for Project Hope and American Friends of Jamaica. The school kept none of it. Earlier they had raised more than a thousand dollars for water.org. They still turn up for Central Park cleanups at half past seven on a Monday morning.

Green Team leaders also take the week's action into homerooms and advisories, and sometimes into assembly. She teaches climate without frightening the children, because fear does not build a steward and a repeated, finishable task does. *"The future of our planet will depend on them."*

One AI engine for the whole campaign.

An AI-native marketing platform that plans the campaign, builds the audience and drafts the first version of every asset. Reach, engagement and conversion on one board.

CAMPAIGNS

Brief in, plan out. Channels, budget and calendar drafted, then live, with spend moving toward what is working.

AUDIENCES

Segments built from first-party data, scored and refreshed. Ask who to reach next and get the list with the reason.

CONTENT

On-brand copy, images and landing pages as variants, routed for approval, each one traced to the brief.

ANALYTICS

Reach to retention on one curve. The split that names the winner, and the forecast for the next dollar.

BUILT FOR OPERATORS

The day, planned before it starts.

*Built for people who already have a stack and do not want another login.
Fortiora sits on the work you already do and makes it searchable, briefable, and
hard to lose.*

MORNING BRIEF

What moved overnight, who is waiting, which thread now needs a decision. Open the workspace and the day is in order.

THE RECORD

Decisions stay attached to the talk that produced them. Six months later you can still find who said yes, and why.

YOUR VOICE

Drafts that sound like the person who will send them. Edit, send, or ignore. The assistant does not replace the judgment.

ONE VENDOR

Campaigns, audiences, assets, numbers. One bill, one search box, one place the work lives.



Hello@thefortiora.com
thefortiora.com · Sheridan, Wyoming
An advertisement by the publisher of PrimeCrest



THEFORTIORA.COM



Be Featured

Get featured in the upcoming edition of PrimeCrest.

Register now. Because your story deserves the record.

SCAN THE QR CODE



THEPRIMECREST.COM



PRIMECREST.

WHERE VISION MEETS VOICE

*A journal of affairs, business and culture,
independent reporting, considered writing, and the
people who shape what comes next.*



THEPRIMECREST.COM

PrimeCrest · a product of Fortiora Group LLC

30 N Gould St Ste R, Sheridan, WY 82801, United States

hello@theprimecrest.com · theprimecrest.com

THE SEPTEMBER ISSUE · 2026