



SIIA Education Division News

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SIIA Honors Industry Veteran, Thomas Greaves, with Ed Tech Impact Award

Association also highlights long-standing members in celebration of its 25th anniversary

Washington, D.C. (June 3, 2010) –The Education Division of the Software & Information Industry Association (SIIA) recently honored Thomas Greaves, Chairman of The Greaves Group and a highly regarded, industry veteran, with the prestigious Ed Tech Impact Award. In addition, the association highlighted long-standing members in commemoration of its 25th anniversary.

During a special awards ceremony, SIIA highlighted Greaves' accomplishments and contributions to the education technology industry. A highly regarded visionary with more than 30 years of experience in educational technology, Greaves has participated in the development of more than 100 award-winning educational software and hardware products, and holds multiple patents and patent disclosures for educational products.

In addition, Greaves played a major role in IBM's dominance in distributed networking in schools, and helped to set the standard for comprehensive, high-performing one-to-one e-learning solutions. As CEO of two education-focused organizations and on the board of many others, Greaves is a well-known keynote speaker and panelist, and has authored numerous articles on topics related to educational technology trends.

"Tom is highly regarded by everyone I know. He has contributed broadly to the education technology industry in ways that have been significant and fundamental to its healthy growth," said Karen Billings, vice president of SIIA's Education Division. "We are proud to honor him with SIIA's Ed Tech Impact Award for his pioneering spirit and ongoing stellar career achievements that have supported the education technology industry."

During the Ed Tech Industry Summit, SIIA also recognized eight companies for being long-standing members of the association, helping to support the ed tech industry through leadership, advocacy and helping to provide critical market information. Member companies recognized at the awards dinner for their long-term membership support included:

- More than 20-24 years:
 - CompassLearning
 - IESD - Interactive Educational Systems Design, Inc.
- More than 15-19 years:
 - Adobe
 - Houghton Mifflin Harcourt Publishing Co.
- More than 10-14 years:
 - C. Blohm & Associates, Inc.
 - Oracle
 - Texas Instruments

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In addition, Ken Wasch, president of SIIA, presented the 25-year Membership Award to one of the founding members of the Software Publishers Association – the forerunner to SIIA - The McGraw-Hill Companies.

“These members are notable as they have helped to shape the Education Division of SIIA throughout the last 25 years,” continued Billings. “SIIA members are the lifeblood of our entire organization. Representatives from these member companies have contributed to many of our division initiatives, and we are thankful for their continued support.”

The Ed Tech Industry Summit is the industry conference for technology companies serving the K-12 and postsecondary education marketplace. For more information regarding the event, visit www.siaa.net/etis/2010.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection for 500 leading software and information companies. For further information, visit www.siaa.net.

About SIIA’s Education Division

SIIA’s Education Division serves and represents more than 150 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities and critical market information. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. With the leadership of the Division Board and collaborative efforts with educators and other stakeholders, the Division undertakes initiatives to enhance the use of educational technology and the success of SIIA members.

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