

## News Release

### For Immediate Release

SIIA Contact: Karen Billings, VP Education Division, 202.789.4487, [kbillings@siaa.net](mailto:kbillings@siaa.net)

PR Contact: Charlene Blohm, C. Blohm & Associates, 608.839.9800, [charlene@cblohm.com](mailto:charlene@cblohm.com)

### **SIIA Education Division Announces New Board of Directors for 2008**

*Record Number of Candidates and Voters Emphasize Membership Growth*

**Washington, DC (Nov. 8, 2007)** – The Software & Information Industry Association today announced the new members of its Education Division Board of Directors. Fourteen executives from SIIA member companies will join seven of their peers to provide the ed tech industry with leadership, advocacy, and critical market information.

These executives will represent more than 160 member companies that provide software, digital content and other technologies for educational needs. Eight have been elected to serve two-year terms and six have been appointed to serve one-year terms. As members of the Education Board of Directors, they develop and prioritize the Division's initiatives and determine the projects, activities and events to be undertaken each year.

The newly elected board members serving two-year terms are:

- Ellen Bialo, President, Interactive Educational Systems Design, Inc. (IESD)
- Todd Brekhus, Vice President, Product Market Management, PLATO Learning
- Lil Kellogg, Vice President, Education Networks of America (ENA)
- Michael Golden, Vice President, Administration and Planning, Pearson
- Scott Kirkpatrick, President, Houghton Mifflin Learning Technology, Houghton Mifflin Company
- Carmi Paris, Vice President, Corporate Development, Spectrum K12 School Solutions, Inc
- Farimah Schuerman, Managing Partner, Academic Business Advisors, LLC
- Pat Walkington, President, Pat Walkington Education Sales & Marketing

The newly appointed board members serving one year terms are:

- Valerie Crawford, Senior Research Scientist, SRI International
- Kurt Gerdenich, VP, Director of Development, Cengage Learning
- Eileen Lento, Lead K12 Strategist, Intel Corporation
- Jeffrey Schultz, Vice President, McGraw Hill Higher Education
- Steve Siegel, Group VP, Strategy and Business Development, Follett
- Stuart Udell, Chief Executive Officer, Penn Foster (SIIA Board Liaison)

The seven board members serving the second year of their two-year terms are:

- Karen Cator, Director, Education Leadership, Apple
- Andrew Flanagan, Chief Executive Officer, eSchoolMall
- Bridget Foster, Manager, Technology Products, Key Curriculum Press
- Midian Kurland, Vice President, Technology and Development, Scholastic Education
- Pamela Nelson, General Manager, College Board/Springboard

- Mona Westhaver, President and Co-Founder, Inspiration Software, Inc.
- Bruce Wilcox, K-12 Strategist, SMARTHINKING

“The Education Division grows stronger each year. The strength of this new board suggests that this growth in membership and participation will continue through 2008,” said Ken Wasch, SIIA president.

Karen Billings, SIIA Education Division Vice President, added “Once again, we had a record number of nominations, all of whom would have been excellent additions to the board. I was impressed by the strongest voter turn-out on record and excited by the high level of member involvement in the Education Division. I look forward to working with each member of the new board.”

### **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 to more than 800 leading software and information companies. For further information, visit <http://www.sii.net>.

### **About SIIA Education Division**

SIIA's Education Division serves and represents over 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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