

# The Next Generation of Leaders

Prepare all students to be leaders in the global marketplace with academic and professional excellence in the fields of Science, Technology, Engineering and Mathematics.

- 1974**  
Oregon Trail was developed by MECC (led by Dale LaFrenz)
- 1980**  
Number Munchers created by MECC (led by Dale LaFrenz)
- 1996**  
The Learning Company School Division (led by Dale LaFrenz & later by Paul Gullickson)
- MECC sold to SoftKey & then to Mattel as The Learning Company for \$3.2B
- Lucas Learning Ltd founded - a division of filmmaker George Lucas' Lucas Entertainment (led by Susan Schilling)
- 2000**  
New Tech High School developed by Bill Gates (founded by Susan Schilling)
- Founded Net Access. Sold to Nippon. Minneapolis, MN (Dale LaFrenz)
- WRC Media; Custom Publishing/ Web Strategy Development, New York, NY (Paul Gullickson)
- 2008**  
Buck Institute for Education (President/Board of Directors, Susan Schilling)
- 2015**  
All Time Top Ten Tech Influencer (Don Rawitsch)

## New Possibilities

One thing is certain: our schools, teachers, students and even our government are all seeking digital learning tools to create possibilities beyond the limits of our imagination in STEM.

RE@L has been answering this opportunity by delivering digital learning tools from the Oregon Trail in the early 80s to innovative mobile apps today that continue to create better ways to learn and engage students. Our digital learning tools help boost students' performance in Science, Technology, Engineering and Math (STEM), so they can lead the next generation in the global economy.

### A New Frontier In Educational Technology:

- New Ways for Students to Learn Anywhere
- New Ways for Teachers to Increase Student Engagement
- New Ways for the Government to Empower Students in STEM

## Powerful Connections

The demand for digital learning tools is growing quickly, and RE@L is positioned to deliver.

By leveraging our strong partnership the 550 national Educational Service Agencies (ESAs), RE@L places its products in expert hands. The power of ESA's integrated marketing communications and their broad school district reach gets RE@L products "recommended" by experts.

Schools rely on ESAs to bring new educational technology products and staff training to their teachers. Together we are putting powerful digital learning tools into the hands of millions of students, so they can lead the way in STEM knowledge and excellence.

**"I strongly support the product development that the team at RE@L delivers. Students are able to learn and sustain new materials right at their desktop or mobile device."**

– Amy S. Perry-DelCorvo, CEO/Executive Director,  
New York State Association for Computer and Technologies in Education



**Dale La Frenz**  
Chairman of the Board

Entrepreneur and founder of innovative ventures that have led the growth of the educational technology industry.



**Paul Gullickson**  
President & CEO

Visionary in educational technology with a proven track record of starting, managing and growing businesses that create a positive ROI.



**Don Rawitsch, PhD**  
Executive Vice President

Learning innovator and co-inventor of the Oregon Trail with broad-based experience leading companies that have anchored the education industry.



**Susan Schilling**  
Executive Vice President

Leader and innovator in the educational technology industry and recognized for success in developing hundreds of leading-edge products.