



Schools Power Announces Ed Tech Veteran William Goforth as VP of Sales & Marketing

New Ed Tech Sales and Marketing Veteran Joins Schools Power's Growing Organization, Delivering K-12 Educators Renewable Energy Curriculum And Professional Development Solutions That Align With The STEM Initiative

San Francisco, July 16, 2012 - Schools Power (www.schoolspower.com), the premier provider of Renewable Energy Curriculum and Professional Development that aligns with the STEM initiative, has named a veteran e-learning executive to its rapidly-expanding leadership team. William Goforth has been named Vice President of Sales.

Schools Power is becoming well known for its range of quality, affordable digital learning solutions to help students succeed in math and science, while deepening their understanding of conservation and "energies of the future". Goforth's charter is to bring the Schools Power® STEM Learning Lab™ curriculum and professional development to schools and districts across the US.

"We are extremely happy to have Bill on our team here at Schools Power," said Elliott Josi, Schools Power CEO. *"He brings a wide variety of experience and expertise. His relationships with schools and districts will help educators provide an easy-to-use range of lessons in renewable energies that apply and extend their student's STEM and collaboration skills, while inspiring them to think independently about the earth's resources and take action."*

Prior to joining Lesson Planet, Goforth was Vice President of Sales at Lesson Planet Executive Director of Sales and Marketing at Literacy First, and Director of Marketing Operations for the PowerSchool Division of Apple Computer, Inc. He also held executive positions at Gateway, Inc., Education Access, and he began his education technology sales career as a K12 and Higher Education Account Executive at Apple Computer in 1987.

"I am excited to have this great opportunity to offer schools and districts an easy way to add lessons in renewable energies that apply and extend students' STEM and collaboration skills." Goforth said. *"Schools Power's lesson units are standards-based in a ready-to-implement package that is easily integrated into existing Science, Math and*

Technology curriculum. Everything the teacher needs for implementation is included and covered in the professional development session. All materials are Web-based and run on current school technology.”

About Schools Power

Schools Power is the premier provider of Renewable Energy Curriculum and Professional Development that aligns with the STEM initiative.

Founded in 2011, Schools Power provides K-12 educators with an easy way to add innovative lesson components that are project-based, Common Core Standards-based, and easily fit into existing Math, Science and Technology curricula.

Students apply, analyze, and evaluate their STEM skills to create meaningful projects that will inspire them to think independently about how they can conserve the earth’s resources.

Students use interactive instructional materials for computers, tablets and mobile devices to perform authentic investigations of energy alternatives. Lessons combine interactive learning materials, rich media, and instructional simulations with intra- and inter-school learning activities designed for collaborative learning environments. All materials use current school-based technology.

Educators seeking more information about Schools Power’s K–12 STEM-aligned, renewable energy-based solutions can visit www.schoolspower.com or contact our office or sales team.

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