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## *News Release*

FOR IMMEDIATE RELEASE

### **Education Non-Profit MIND Research Institute Announces Several New Executives to Support the Organization's Growth**

**MIND Research expands its K-12 math education programs with new chief information officer and directors of corporate communications, community partnership, and professional development**

SANTA ANA, CA, Aug. 18, 2008 – The neuroscience and education research based, non-profit corporation, MIND Research Institute announced the addition of four executives who will play key roles in supporting the organization's growth. After a record setting year in 2007 toward its mission to improve students' mathematics education, MIND Research increased the number of schools it serves by 53% and increased charitable support from donors by 40%. Helping to make this all possible behind the scenes was Sam Balooch, who has been with MIND for three years as Director of IT. Balooch was recently promoted to Chief Information Officer to ensure MIND's technical efficiency and develop new web-based products. Ingrid Ellerbe will oversee marketing as MIND's new Director of Corporate Communications. Fran Antenore is director of MIND's new Math Initiative community partnership and grant program. Linda Catanzaro is Director of the new Professional Development department. These executives will help MIND Research expand vital efforts to support its innovative K-12 math education programs and research.

"There are currently over 400 schools and 70,000 students being served by the MIND Research Institute's math software, textbooks, and professional development, which allow teachers to present math using a highly-visual, language-independent approach," said Andrew R. Coulson, President of the MIND Research Institute's Education Division. "The promotion of Sam to CIO and the addition of Ingrid, Fran and Linda, who are all education industry experts, will enable MIND Research to more

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effectively reach an even greater number of schools and help students who struggle with conventional approaches to math and learning.”

As chief information officer for MIND Research, Sam Balooch manages the daily information technology responsibilities of the company and the development of its web-based products and solutions. His expertise will enable MIND to incorporate the latest technology to meet schools’ demand to access its math education products online, enabling the company to serve many more students and teachers. Balooch brings nearly 15 years of IT operations and executive management experience at start-ups and public companies including Sun Microsystems, Silicon Graphics, Intuit and Xceedium. His leadership and passion for technology has led to industry leading data center operations for Internet-based corporations while maintaining SOX and PCI compliance. He has also led several successful organizations in identifying and pursuing new opportunities in product and technology development. Balooch serves on the Board of Advisors for various technology companies.

Ingrid Ellerbe joins MIND Research as Director of Corporate Communications, bringing more than 25 years of experience in the educational technology, curriculum, and software publishing industries to MIND’s growing team of industry specialists. Among the companies that she helped move to the forefront through executive sales and marketing positions are Hewlett-Packard, Boxer Learning, Broderbund, Carnegie Learning, Davidson & Associates, SkillsBank, Edison Schools/Newton Learning, and Extreme Learning. In her new role at MIND Research, Ellerbe will develop strategic initiatives while integrating key marketing efforts, including events and event promotion, direct marketing, advertising, lead generation, collateral development, promotions and public relations. The expanded marketing program she will oversee is crucial for MIND Research to grow its positive brand visibility, increase sales, and reach more students across the U.S.

Fran Antenore is heading up MIND’s new Math Initiative program, launched in Orange County last spring, as its director. Antenore is highly qualified, with more than 30 years dedicated to her career in education. The Orange County Math Initiative is a community partnership among MIND Research, the Orange County Department of

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Education and local corporations to help K-12 teachers elevate students' achievement in math. The partnership provides funding to schools for licenses for MIND's intervention math courseware, math professional development, and an annual program results evaluation. Antenore is helping the first 71 Orange County schools selected to participate in the program to implement it this fall. She came to MIND from Irvine Unified School District where she was the principal at Venado Middle School for the last three years. Her career has emphasized teaching secondary mathematics at both the middle and high school levels, as well as school administration. Antenore served as a high school assistant principal at both Irvine and Woodbridge High Schools, where she implemented a digital high school grant and created a nationally recognized Tech Staff program. Through the Educational Technology Center at UCI, she also designed math and science educational software.

Linda Catanzaro, MIND's new director of professional development, is a seasoned educator with almost 30 years of classroom teaching experience at both elementary and middle school levels. Supporting, training, and mentoring teachers, especially in math, has been a part of her teaching assignment for over 25 years, including coaching teachers as a full time Peer Assistance and Review Consulting Teacher. She is working with MIND's various departments to help move the company to the next level in its evolution by creating a professional development arm to the company. This will aid teachers and other personnel to more effectively implement MIND's math courseware, support teachers in deepening their own mathematical understandings, and empower teachers to teach math in ways that will maximize student learning. She is helping to design new professional development workshops for teachers, connecting with and supporting teachers and students implementing the programs, and working to enhance the development and implementation of current and future products.

The MIND Research Institute is a neuroscience and education research based, non-profit corporation. MIND applies its distinctive visual approach to illustrating concepts and building problem-solving skills as the basis for innovative, research-proven math education programs for elementary and secondary schools. The programs

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include the *ST Math*<sup>™</sup> patent-pending instructional software for K-5 students, *ST Math*<sup>™</sup>: *Algebra Readiness* for intervention at the secondary level, and *Algebra Readiness: Blueprint for the Foundation of Algebra* a comprehensive program featuring a textbook and integrated courseware. The visual approach taps into each student's innate ability to do spatial-temporal (ST) reasoning and problem-solving, and is effective at engaging students at all levels of language or academic proficiency. There are currently 400 schools in California, Texas and 17 other states, and more than 70,000 students and 4,500 teachers participating in the program. For more information, visit <http://www.mindresearch.net>.

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