

*A Company Built by
Educators for Educators*



Media Kit

FACT SHEET 3

KEY MILESTONES 4

MEASURING OUR COMMITMENT 5

LEADERSHIP 7

PARTNERSHIPS 11

WEBSITES..... 14

RESOURCES 15

PRODUCTS AND PROGRAMS 17

PITSCO IN THE NEWS..... 19

FAQ..... 20

CONNECT WITH US 22





THROUGH 50 YEARS OF CHANGE IN EDUCATION, HANDS-ON LEARNING HAS BEEN OUR CONSTANT.

Educator and entrepreneur Harvey Dean founded his start-up in 1971 by creating hands-on kits in a garage. We have progressed steadily since then, growing our portfolio around a core of hands-on projects, scalable curriculum, and effective learning environments meant to address all learning styles.

The context in which we work is STEM, as it integrates the core disciplines that enable students to solve problems, be creative, think with their hands, work together, and articulate ideas. Through five decades of change in education, providing competency-based, collaborative, hands-on learning opportunities has been our constant focus.

We have cycled the engineering design process ourselves many times through the evolution and development of hands-on projects, constantly learning and improving along the way. That is why so many of our flagship products have endured the test of time.

We have found what works; we know how to engage students in the relevant integration of STEM concepts while helping them master 21st-century employability skills.

FACT SHEET

Founded: 1971

Headquarters: 915 East Jefferson | Pittsburg, Kansas 66762

Website: Pitsco.com

About: Pitsco Education is the leading provider of hands-on K-12 STEM solutions. Career-based STEM education prepares learners for the future through the integration of science, technology, engineering, and math concepts using relevant hands-on applications to connect school, community, and work. Our various products, activities, curriculum, and solutions promote relevant learning experiences and development of 21st-century soft skills.

Vision: Leading education that positively affects learners.

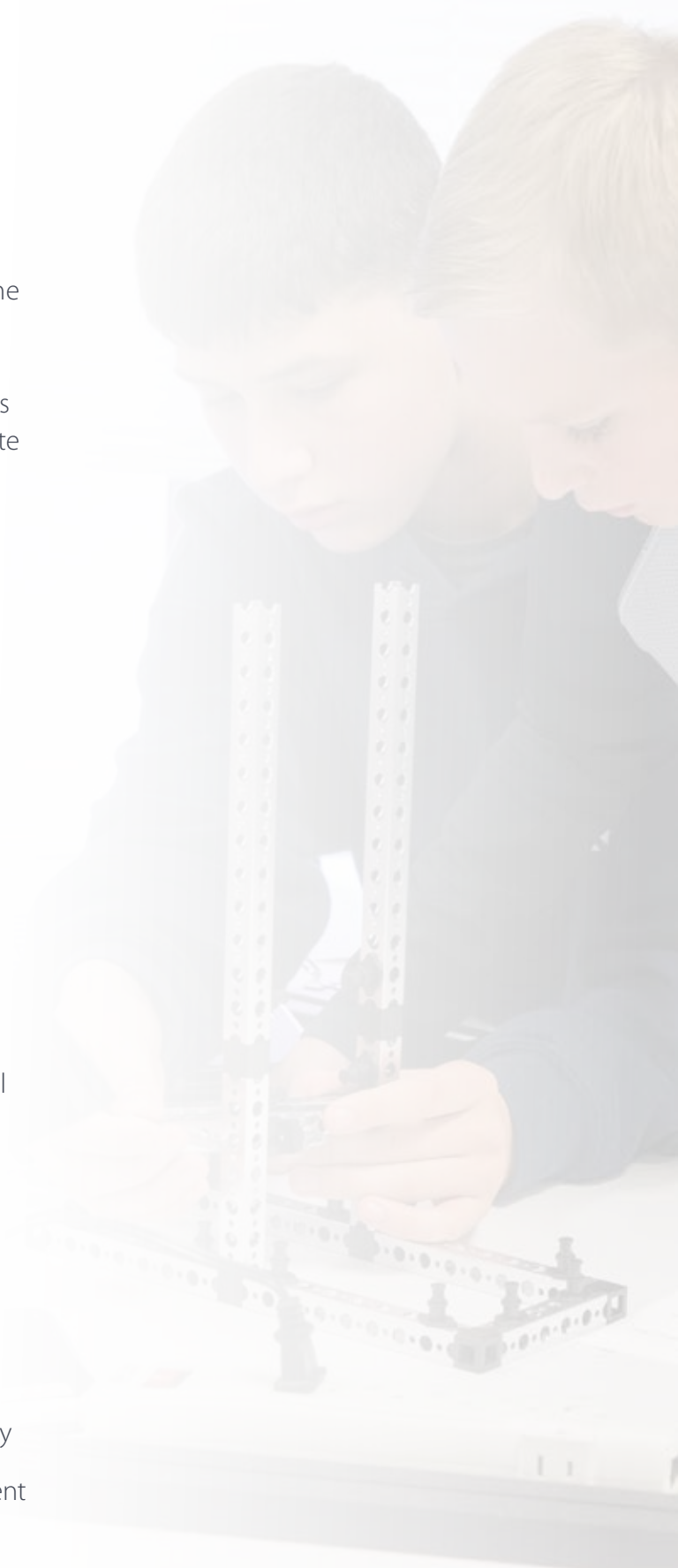
Employees: Approx. 120

Pillars

- Purpose Driven
- Student Engagement
- Industry-Leading Customer Service
- Quality/Innovative Curriculum and Products

Core Values

- Customer Centric: taking pride in serving internal and external stakeholders
- Self-Starter: consistently demonstrating initiative
- Growth Oriented: striving for continuous improvement
- Excellence Driven: demanding excellence in everything we do
- Integrity Based: acting with honesty and integrity
- Servant Leader: thoughtful and active involvement within the organization and local communities



KEY MILESTONES

1975

- Pitsco catalog division was formed with the *Ideas & Solutions Big Book*.

1989

- Pitsco Modules (originally Synergistic Systems) were introduced.

1990

- Pitsco acquired Advance School Equipment, a Canadian catalog company offering Pitsco products and solutions in addition to products unique to the Canadian market.

1997

- Pitsco joined with LEGO® Educational Division to form Pitsco LEGO Educational Division (PLED), which eventually became LEGO Education.

1999

- Missions (originally Spectrum System) were launched.

2001

- Pitsco purchased Hearlihy & Co.
- Pitsco purchased Construction Education Systems (CES).
- Technological Fluency Institute (TFI) was developed.

2002

- Kindergarten to Careers initiative was launched.

2008

- TETRIX® MAX building system was introduced.

2010

- Pitsco Engineering Academy debuted.

2011

- SkillsUSA® RoboRescue Challenge (Urban Search & Rescue) debuted.
- Mr. Robot made his debut with will.i.am at *FIRST*® Championship.

2012

- Pitsco was recognized as Governor's Exporter of the Year in Kansas.
- Pitsco STEM products were offered on Amazon.

2014

- TETRIX PRIME was created.

2015

- Science of Speed 2 curriculum was created.

2016

- Pitsco curriculum was profiled against ACT® WorkKeys® Assessments.
- STEM Expeditions® were introduced.
- TETRIX PRIZM® Robotics Controller was created.
- STREAM Missions were introduced.

2017

- TETRIX PULSE™ Robotics Controller was created.

2018

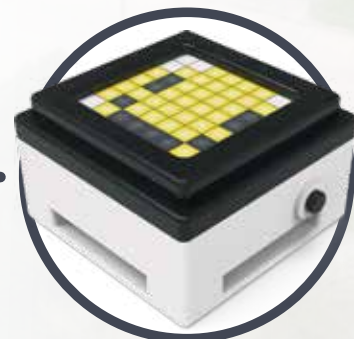
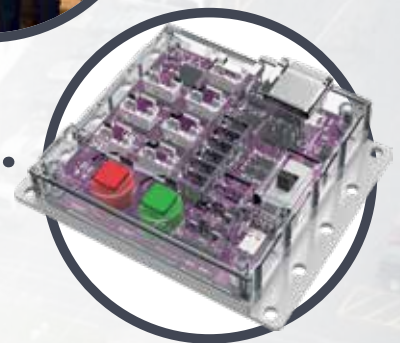
- Career Expeditions were released.
- Pitsco joined into partnerships with Microburst Learning and KUBO.

2019

- Pitsco joined into partnerships with Arduino, UBTECH, Shape Robotics, Microduino, SmartGuriz™, and the Army National Guard.
- Code Cube™ was launched.

2020

- Pitsco joined into partnerships with CrossFlight Sky Solutions and TTS International.
- Pitsco middle-level STEM PBL Units were unveiled.
- STEM Boxes and other activities for learning anywhere were created in response to the COVID-19 pandemic.



MEASURING OUR COMMITMENT



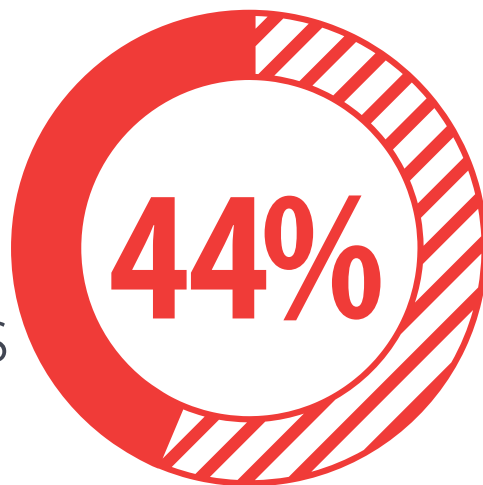
Aim to serve
3 MILLION+
students annually

We provide curriculum
professional development
for an average of

800
teachers annually.



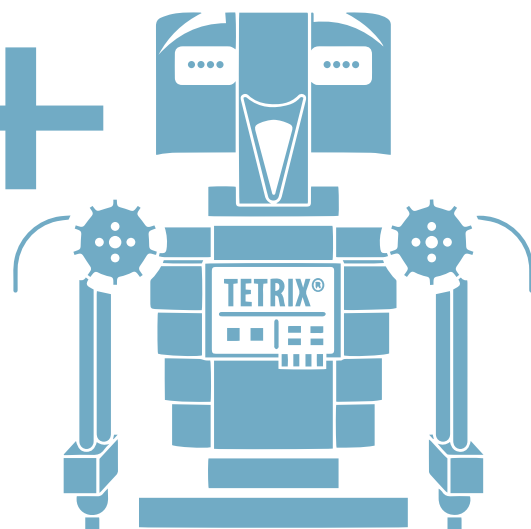
More than
44% of our
customers have
been customers
for **20 years.**



1,000+ 

different careers to explore
within our curriculum

4,000+
products



We ship to
more than

60

different
countries.



LEADERSHIP



DR. HARVEY DEAN

CEO

Dr. Harvey Dean is the founder and CEO of Pitsco Education. During Dean's high school years, a great teacher showed faith in his potential and changed his life forever. This powerful episode turned Dean toward the education profession, and his teaching experiences showed him that he was only one of a great many students who felt left behind by traditional classroom methodology. Dean and two other teachers founded Pitsco in 1971 with the vision of empowering students to take ownership of their own educations and futures.

Since that time more than 280 million students have experienced Pitsco's STEM products and curricula.

Dean holds bachelor of science, master of science, education specialist, and education doctorate degrees. Before Pitsco, he worked as a teacher at various levels, as a coach, and as an entrepreneur. He has published two books (*Changing Education* and *The HOT Plan™*) and was named a regional Entrepreneur of the Year by *Inc.* magazine. He has been awarded the Pittsburg State University Meritorious Achievement Award, the PSU Distinguished Service Award, the East Central University (Oklahoma) Distinguished Alumni Award, the Spirit of Pittsburg Award, and the Door-Opener Award, recognizing achievements in helping others maximize their potential. Pitsco was awarded the Governor's Exporter of the Year Award in Kansas in 2012.



LEADERSHIP



LISA PATERNI PRESIDENT

As president of Pitsco Education, Lisa Paterni directs the strategic vision for the Pitsco family of companies and development of relationships with key industry partners such as National Instruments, Amazon, and *FIRST*. She also chairs the 10-person leadership team that establishes and communicates global strategy and ensures business is conducted The Pitsco Way.

A graduate of Pittsburg State University, Paterni has earned a BBA in Accounting, a master's in Business Administration, and a master's in Teaching. She continues to play an active role in university organizations, serving on the Pittsburg State University Foundation Board of Trustees, the Alumni Association, and the Phi Kappa Phi honor society, among others. Pittsburg State University recognized her professional achievements with the Dr. Kenneth K. Bateman Outstanding Alumni Award in 2011. Involvements in the greater Pittsburg, Kansas, community include serving on the Chamber of Commerce Board of Directors, on the Pittsburg Public Library Board, as a Relay for Life volunteer, and as chairperson for the Faith Forward Committee in her church. Paterni has been featured in the publications *Education Executive* and *Management Today* and was named by the local Chamber of Commerce as the 2018 Influential Woman in Business.

Paterni enjoys an active lifestyle, teaching step aerobics, Zumba, and other exercise classes. She also volunteers as a substitute server at the Lord's Diner, an organization that provides free meals to all comers 365 days a year. She lives in Pittsburg, Kansas, with her husband, George. She has two children.



LEADERSHIP



STEPHAN TURNIPSEED

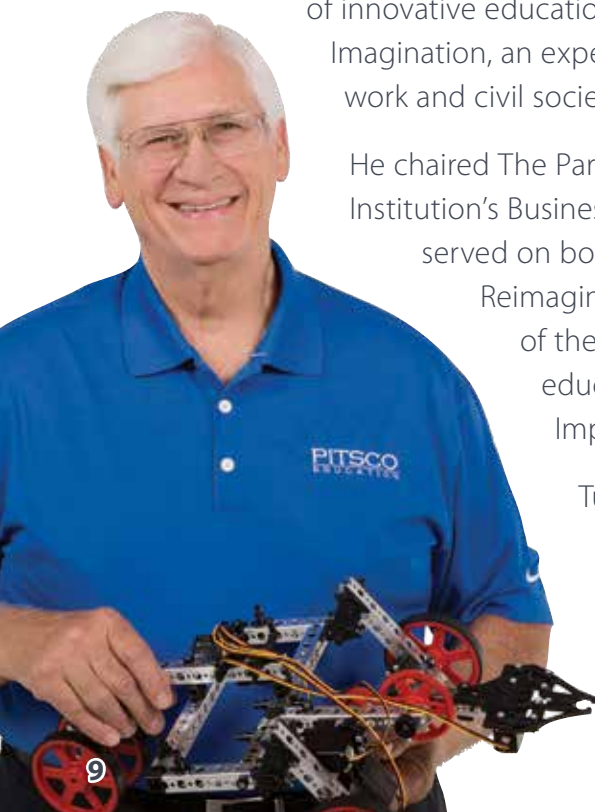
Executive Vice President and Chief Strategy Officer

Stephan Turnipseed is the executive vice president and chief strategy officer for Pitsco Education. To this role he brings a lifetime of experience as an educational thought leader, advocate of hands-on learning, and entrepreneur.

Turnipseed is the former president of LEGO Education North America. During his tenure there, he spearheaded the effort to expand the company's scope from product sales to the development of innovative educational resources. Until recently, Turnipseed led the team at Destination Imagination, an experiential learning company aimed at preparing students for the future of work and civil society.

He chaired The Partnership for 21st Century Learning and cochaired the Brookings Institution's Business for Early Childhood Development Task Force. He serves on or has served on boards for numerous organizations and think tanks, including Education Reimagined and the Learning Policy Institute. Turnipseed has been a member of the Clinton Global Initiative. Recognizing his lifetime achievement in STEM education, National Instruments awarded him the prestigious Engineering Impact Award.

Turnipseed has a degree in Electrical Engineering from Auburn University and holds patents related to the design of the TETRIX robotics system. He is a veteran of the United States Air Force, a past president of the Tourette Syndrome Association, and a published author. He celebrates more than four decades of marriage with his wife, Joyce. The couple has an adult son and two grandchildren.



LEADERSHIP



MATT FRANKENBERY

Vice President of Education

As the vice president of education for Pitsco Education, Matt Frankenbery oversees customer experience including program design, teacher education, and educational and technical services. He plays a key role in the development of STEM curricula and learning management systems and is involved in relationships with key partners in education.

A crucial moment in Frankenbery's life pointed him toward a career in education: As a university student, he coached his younger brother's baseball team. An encounter at the dugout with a belligerent parent caused him to reflect that many kids need positive male role models in their lives. After earning a degree in Education from Pittsburg State University, Frankenbery became a middle school teacher and an enthusiast for hands-on learning. He earned the Golden Apple Teacher of the Year award in Joplin, Missouri. Before coming to Pitsco, he left the teaching profession to start a curriculum company, Duct-Tape Learning, with his school principal and frequent collaborator.

Frankenbery serves as the vice president of the Frontenac Education Foundation and plays an active role at his church, speaking at community outreach events on the topics of leadership and business. Previously, he occupied a position on the board of the National Technical Honor Society. He is a passionate follower of the Kansas City Royals and their minor league teams. He and his wife, Shirley, have three children.



PARTNERSHIPS

ARDUINO

Arduino is the world's leading open-source hardware and software ecosystem and is a popular tool for Internet of Things product development as well as one of the most successful tools for STEM/STEAM education. Hundreds of thousands of designers, engineers, students, developers, and makers use Arduino to innovate in music, games, toys, smart homes, farming, autonomous vehicles, and more.

ARMY NATIONAL GUARD

The **Army National Guard** is known to partner with education organizations to attract talented, technically minded young people, and the Guard's STEM outreach program is growing with help from Pitsco Education. Using TETRIX sets, the Guard has developed programs, such as sleepaway camps, to challenge students to make connections between STEAM concepts and careers in both the military and civilian life.

BIE

The **Buck Institute for Education (BIE)** is "a mission-driven nonprofit organization [that] creates, gathers, and shares high-quality [project-based learning] instructional practices and products and provides highly effective services to teachers, schools, and districts." Pitsco Education fully supports and is aligned with the Buck Gold Standard PBL framework.

CASEL

The **Collaborative for Academic, Social, and Emotional Learning (CASEL)** is helping "make evidence-based social and emotional learning (SEL) an integral part of education from preschool through high school." Pitsco Education has furthered the work of CASEL through its implementation of the framework throughout its educational solutions.

CROSSFLIGHT SKY SOLUTIONS

CrossFlight specializes in delivering training and services for unmanned aircraft systems (UAS, or drones). They "strive to educate and train students to safely and efficiently operate and understand the capabilities and limitations of commercial drones. [They] desire to introduce a younger generation to drones through industry leading STEM education in high schools and using drones as a resource for enhancing student learning and exposure to careers in aviation, robotics, communications, and other technical fields."

DOE OCTAE

The US Department of Education's Office of Career, Technical, and Adult Education's **Division of Academic and Technical Education (DATE)** is responsible for helping all students acquire challenging academic, technical, and employability skills to succeed in postsecondary education and in-demand careers. Pitsco Education has worked directly with various organizations such as ACTE, NAWB, ACT WorkKeys, and ITEEA to create and support a powerful framework.

ENABLE EDUCATION

Enable Education's mission is to "support and enhance the way people teach and learn." Enable creates "innovative resources for learners of all ages, in a wide variety of subject areas," and has been an integral partner with Pitsco Education in the development of our learning content management system.

FIRST TECH CHALLENGE

In the **FIRST Tech Challenge**, developed by the *FIRST* organization, teams are "challenged to design, build, program, and operate robots to compete in a head-to-head challenge in an alliance format." Pitsco Education is an official supplier and distribution partner for the *FIRST* Tech Challenge kit and materials for the *FIRST* Tech Challenge event.

ISTE

The **International Society for Technology in Education (ISTE)** helps "educators around the world use technology to solve tough problems in education." Pitsco Education has worked closely with ISTE and the certifying bodies for computer science to align our experiences to the various needs of the student and educator. We support all forms of technology in education in our pedagogy and implementations for teachers.

ITEEA

"The **International Technology and Engineering Educators Association** (ITEEA) is the professional organization for technology, innovation, design, and engineering educators." Pitsco Education has been a corporate member, exhibitor, and sponsor of ITEEA for more than 40 years.

KUBO ROBOTICS

KUBO Robotics was formed "to help children learn essential 21st-century skills through coding and computational thinking in a social, hands-on context." The organization introduces young students to basic coding through screenless, physical solutions which emphasize hands-on and social skills. Pitsco is proud to join forces with KUBO to bring coding to US K-2 classrooms.

MICROBURST LEARNING

Microburst Learning creates highly interactive approaches for professional and technical development! Based on more than 30 years of soft-skills training experience in the global private business sector, the company developed a turnkey certification system for cultivating students' EmployABILITY Soft Skills.

MICRODUINO

Launched in 2012, **Microduino** is an award-winning global designer, developer, manufacturer, and seller of stackable electronic building blocks, related components, and in-class science, technology, engineering, and mathematics (STEM) learning systems.

NAA

National AfterSchool Association (NAA) is the membership organization for those who work in the afterschool profession. Their mission is to "promote development, provide education, and encourage advocacy for the out-of-school-time community to further the afterschool profession." NAA is a leader in the effort to empower students of all backgrounds by closing the digital learning gap. Pitsco, a longtime provider of technology solutions for afterschool programs, maintains a presence on the NAA's corporate advisory board.

NATIONAL INSTRUMENTS

National Instruments works with "engineers and scientists to provide answers to the most challenging questions." Pitsco Education and National Instruments have partnered to develop robotics building sets and curriculum for postsecondary education and a series of miniSystems that use the NI myDAQ and LabVIEW™ software.

P21

The mission of **P21** is to "serve as a catalyst for 21st century learning by building collaborative partnerships among education, business, community, and government leaders so that all learners acquire the knowledge and skills they need to thrive in a world where change is constant and learning never stops." Pitsco Education holds a position on the executive board and has worked closely with P21 on the educational aspects of the 4Cs in schools.

SHAPE ROBOTICS

Founders established **Shape Robotics** at the end of 2015, and Fable was ready for the market. Their mission is to make Fable as widely available as possible to students globally. The Fable modular robot construction system can be used across a range of subjects and classes, allowing students to gain skills they'll need in the 21st century.

SKILLSUSA

"**SkillsUSA** is a partnership of students, teachers, and industry working together to ensure America has a skilled workforce." Pitsco Education's Robotics: Urban Search & Rescue competition circuit culminates at the SkillsUSA national conference. The competition exposes students to real-world robotics search-and-rescue scenarios experienced by police, military, and the private sector.

SMARTGURLZ

The mission of **SmartGurlz** is "to create the creators of the future, one girl at a time." Together with Pitsco, SmartGurlz has branched out to create Smart Buddies™, a codable solution that features a diverse set of characters on self-balancing programmable scooters that enable learners to see themselves in STEM. This solution effectively combines interactive storytelling with social-emotional learning and coding concepts as well as touches on multiple subjects such as English, science, and mathematics.

STEM EAST

STEM East is a network of private and public partners [working to] align innovative education programs, such as those available from Pitsco Education, with industry initiatives. Through this strategy, the partnership is expanding economic growth and workforce development in the eastern North Carolina region.

STEM EDUCATION COALITION

“The **STEM Education Coalition** works aggressively to raise awareness in Congress, the Administration, and other organizations about the critical role that STEM education plays in enabling the US to remain the economic and technological leader of the global marketplace of the 21st century.” Pitsco Education has worked with like-minded members of the coalition to ensure that STEM is included in legislation such as ESSA and the Perkins Act.

STEM LEARNING ECOSYSTEMS

“**STEM Learning Ecosystems** provide the architecture for cross-sector learning, offering all young people access to STEM-rich learning environments so they can develop important skills and engagement in science, technology, engineering and math throughout preK-16.” Pitsco is excited to be part of this STEM Learning Ecosystem movement.

TGR LABS

TGR Labs, an initiative of the Tiger Woods Foundation, strives to “offer students unique learning experiences in STEM and enrichment programs in college access.” Pitsco Education has worked with the Tiger Woods Foundation since 2004 to provide hands-on science, technology, engineering, and math programs for youths of all ages.

TSA

The **Technology Student Association** (TSA) is a national organization of students focused on “enhancing personal development, leadership, and career opportunities in STEM.” Pitsco Education has supported TSA since its incorporation in 1978, most prominently through dragster competitions at the state and national levels. Pitsco also provides support for the Junior Solar Sprint (JSS) competition through kits and specifically designing the race system for use at the national convention.

TTS INTERNATIONAL

As an established UK-based education provider, **TTS** shares a commitment and enthusiasm for quality, meaningful learning experiences for students. Pitsco and TTS believe that STEM can happen anywhere, anytime, and at any age. For this reason, they have joined forces to expand early learning STEM opportunities for students in the US, thus creating a continuum of hands-on, minds-on learning from preschool to high school for the students and educators Pitsco serves.

UBTECH

UBTECH is a global leader in intelligent, humanoid robots for consumers, business, and industry. UBTECH Education combines interactive robotics technology with curriculum to give learners the foundation needed to thrive in the 21st century: a high-quality STEM education integrated with the development of 21st-century skills and computational literacy.

WRO

“**World Robot Olympiad** (WRO) brings together young people from all over the world to develop their creativity, design, and problem-solving skills through challenging and educational robot competitions and activities.” Pitsco Education sponsors the Advanced Robotics Challenge and has developed a WRO Competition Set for the TETRIX robotics building platform.

WEBSITES

Pitsco Education (Pitsco.com)

The screenshot shows the Pitsco Education website. At the top, there is a navigation bar with the Pitsco Education logo, a search icon, and links for 'My Account', 'Support', and 'Shop'. Below the navigation bar is a large hero image of students in a classroom. Overlaid on this image is the text 'FROM INSPIRATION TO TRANSFORMATION' and a button that says 'EXPLORE OUR PROGRAMS'. Below the hero image is a section titled 'Preparing Students for a World No One Can Describe'. This section contains a paragraph of text: 'The rate of change in our global society is unprecedented, and students and teachers require the mind set, skill set, and tool set to thrive in it. Our scalable resources enable students to practice the future-ready skills they'll need no matter their path after school - all while integrating STEM disciplines in real-life, practical scenarios.' Below this text is a smaller image of students working on a project, with a callout box that says 'MAKE STEM COME TO LIFE' and 'Explore thousands of hands-on products, activities, and resources for every K-12 classroom.'

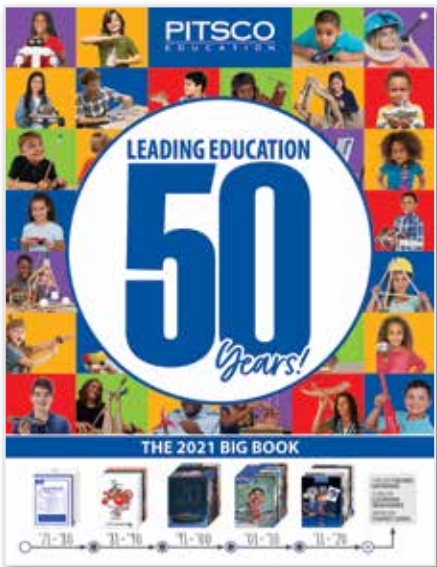
Technological Fluency Institute (ESESS.org)

The screenshot shows the Technological Fluency Institute (ESESS.org) website. At the top, there is a navigation bar with the TFI logo, a phone number '800.377.5261', and links for 'About', 'Products', 'Events', and 'Support'. Below the navigation bar is a large hero image of a teacher and students looking at a screen together. Below the hero image is a section titled 'Remember when testing meant more work for the teacher than for the students?'. This section contains a paragraph of text: 'It's a digital world! Testing is a part of it. Let us help you make the move to online testing and evaluation. Here are a few reasons to test online with the Technological Fluency Institute:' followed by a bulleted list: '• Easy. Students test in a clean, simple, straightforward interface.', '• Quick. You get immediate results and reports online. You can email data instantly.', '• Scalable. We've been doing online testing for more than 13 years, and our background includes more than 40 years in education and customer service.', '• Affordable. Online testing is priced by the student or by the class. We even offer volume discounts.' Below this list is a quote: 'Your content with our platform is a great combination.' Below the quote is a section titled 'WHAT OUR CUSTOMERS ARE SAYING ABOUT TFI'. This section contains a quote: 'The ease of [online] testing is great but even better is the wealth of data we are able to provide teachers to drive change in instructional practices and better prepare our students for the future.' Below the quote is the name and title of the person who said it: 'Pam Moore, Academic Program Manager, Kentucky Office of Career & Technical Education'. At the bottom of the page, there are three logos: 'E-SESS', 'E-SESS', and 'E-SESS'.

RESOURCES

Catalogs

Pitsco Education began as a catalog company, and we've stayed connected to our roots and continue to offer four catalogs with thousands of hands-on educational products each year.

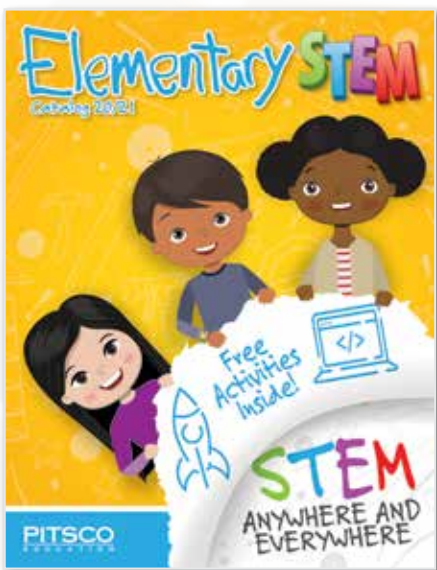


BIG BOOK

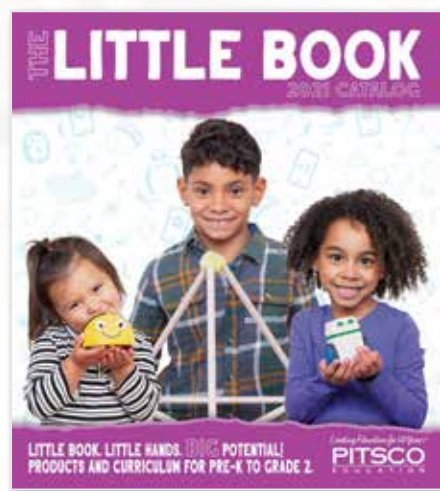
Features Pitsco's 2,500-plus educational products



CODING & ROBOTICS



ELEMENTARY STEM

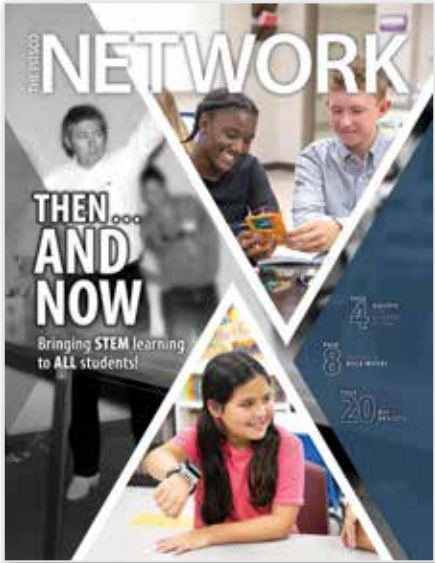


LITTLE BOOK

To request a catalog, visit Pitsco.com/CatalogRequest.

Publications

We love sharing stories of student and educator success, highlighting innovation, championing the good happening in your classrooms, and providing actionable ideas in our regular publications.



THE PITSCO NETWORK



SYSTEM ALERT!

Newsletters

Each month we work to bring you the latest and most relevant information, stories, and inspiration in our e-newsletters. It's chock-full of insight and ideas. Trust us, this is an email you won't mind hitting your inbox.



PITSCO E-NEWSLETTER



CODING & ROBOTICS E-NEWSLETTER

To subscribe to a resource, visit Pitsco.com/CommunicationPrefs.

PRODUCTS AND PROGRAMS

HANDS-ON STEM LEARNING PRODUCTS

Quality hands-on products are the foundation of Pitsco Education. With thousands of products delivering authentic learning experiences, including innovative proprietary equipment, Pitsco's educational tools and resources support hands-on, career-centric activities that apply STEM, STEAM, and STREAM concepts in the classroom and beyond.

TETRIX ROBOTICS

The TETRIX building system is a complete design system for students serious about engineering. Featuring heavy-duty aluminum elements for construction, powerful drive motors, and expandable capabilities, TETRIX provides the ideal platform for creativity. The patented hole pattern on TETRIX structural pieces is unique to this system and enables users to attach pieces at angles, horizontally, and vertically. Visit [Pitsco.com/TETRIX](https://www.pitsco.com/TETRIX) for more information.

STREAM MISSIONS

In Pitsco STREAM Missions, students learn through structured and guided inquiry, student-centered technology, and interdisciplinary instruction. Reading practice, art, and math are woven into core science instruction in every Mission, turning STEM into STREAM.

STEM EXPEDITIONS

Pitsco's cloud-based STEM Expeditions are based on national standards and are designed to help connect practices to content. Each Expedition begins with an Essential Question, which sets the focus and shapes students' thinking. The overall goal is to create robust thinkers by engaging learners with the subject matter.

CAREER EXPEDITIONS

Guided by ACT WorkKeys and the career practices outlined in the Common Career Technical Core (CCTC) and the Partnership for 21st Century Learning (P21), Career Expeditions are designed around national career clusters and provide a greater career focus to a STEM Expeditions experience. The flexibility of Career Expeditions allows for an easy-to-implement, comprehensive solution for a school or district.



STEM UNITS

Whole-class, hands-on STEM PBL Units enable students to make STEM connections locally and regionally by completing STEM projects and corresponding STEM PBL Activators. Students also develop lifelong learning skills and transferable STEM knowledge and skills to move them into a future with technological advancements moving at an unprecedented pace. Project-based learning provides real-life relevance, student empowerment, and personalization and flexibility for any middle-level classroom. Two- to four-week Elementary STEM Units are supplementary and include all necessary materials for activities and a unit guide with scope and sequence documents, assessments, and teacher notes. Visit Pitsco.com/Our-Programs for a list of available unit titles.

PROFESSIONAL SERVICES

Pitsco Education has several professional development options, including on-site seminar sessions, virtual sessions, and workshops available at our Pitsco campus, and STEM PD. Call 800-828-5787 or visit Pitsco.com/Support for more information.

- **Seminar Sessions:** Working closely with you, Pitsco Education develops tailored professional development that meets the specific needs and the unique challenges of your students and school. Highly skilled and experienced Pitsco facilitators conduct hands-on STEM workshops that include group development activities and a variety of proven, practical classroom applications.
- **Teacher Workshops:** Pitsco Education Missions and Expeditions are unique environments, and the delivery requires a new approach to preparing teachers. New facilitators can experience immediate success by participating in a teacher workshop offered throughout the year and weekly during the summer.
- **Elementary and Secondary STEM PD:** Pitsco STEM PD workshops are a dynamic mixture of informative seminars and collaborative sessions. Each workshop offers engaging, STEM-based PD conducted by Pitsco's experienced STEM professionals; cooperative-pair brainstorming; roundtable discussions; project-based exploration; and strategies for incorporating STEM into daily classroom activities.



PITSCO IN THE NEWS

Visit Pitsco.com/Newsroom for a list of articles about Pitsco and our products.

The screenshot shows the Pitsco Education website's newsroom. At the top, there is a navigation bar with the Pitsco logo, a search bar, and links for 'Shop', 'Our Programs', 'Experience Pitsco', and 'About Us'. Below the navigation is a large hero image of two students working with a robotic arm, with the text 'WELCOME TO THE PITSCO NEWSROOM' overlaid. Underneath the hero image is a horizontal menu with links: 'Our Approach', 'Our Impact', 'Leadership', 'Newsroom', 'Our Brand', and 'Careers'. The main content area is titled 'Recent Press Releases' and features three article teasers: 'Report: STEM Expeditions® boost science scores', 'Making space in your makerspace', and 'Elementary Missions transform STEM into STREAM'.

The screenshot shows the EdNC website. The top navigation bar includes 'EdNC', 'VOICES', 'TOPICS', 'NEWS', 'RESEARCH', 'REACHING', 'PARTICIPATING', 'ABOUT', and 'ARCHIVE'. A large banner image shows a school building with the hashtag '#EnergizingEast' and the Duke Energy logo. Below the banner is a social media sidebar with icons for Facebook, Twitter, LinkedIn, and YouTube. The main article is titled 'A STEM partnership that crosses county lines' and is dated 'By Sarah Burdette / July 19, 2016'. It features a small image of a school building and a circular profile picture of a man.

The screenshot shows the Pittsburg State University Press and Media page. The top navigation bar includes 'Pittsburg State University', 'Press and Media', and links for 'ADMISSIONS', 'LEARNING AT PIT STATE', 'STUDENT', 'FACULTY & STAFF', 'ALUMNI & FRIENDS', 'ATHLETICS', and 'SERVICES'. The main content area features an article titled 'PSU, Pitsco CEO partner on leadership course' dated August 26, 2017. The article includes a photo of two people in a meeting and a video player for 'Construction Engineering Technology Construction Management'. To the right of the article is a 'Similar Stories' section with a list of related news items.

FAQ

Q: WHEN AND WHY WAS PITSCO STARTED?

A: Three teachers founded Pitsco (originally PITSCO – Pittsburg Industrial Teachers Service Company) in 1971 after planning to write a textbook about innovative activities for industrial arts education. The three teachers agreed there was a need in the industrial arts education field for a source that could provide simple process kits, various supply items, and fast service. Each of the three Pitsco founders – Harvey Dean, Max Lundquest, and Terry Salmans – invested \$50 and took no salaries from the company for the first four years. Between 1971 and 1975, the men operated the company during evenings and weekends, assisted by their wives and, occasionally, their children. Since 1975, when Dr. Harvey Dean bought out the other two founders, Pitsco has steadily grown to include about 150 employees who develop, manufacture, ship, and support thousands of educational products used by students and teachers in every state in the US and more than 50 countries around the world.

Q: WHAT IS PITSCO'S VISION?

A: Pitsco's vision is "Leading education that positively affects learners."

Q: WHAT ARE THE BRAND PILLARS UPON WHICH THE COMPANY IS BUILT?

A: Pitsco has four pillars that underlie its success:

- **Purpose Driven:** Pitsco exists to make a difference in the lives of learners around the world.
- **Student Engagement:** Pitsco creates motivating and exciting hands-on products and curriculum that make the learning process fun and engaging in STEM concepts.
- **Industry-Leading Customer Service:** Pitsco ensures teachers and students have a positive experience by employing a dedicated team of technical, sales, and education experts who provide fast, friendly service.
- **Quality/Innovative Curriculum and Products:** Pitsco provides innovative kits, future-focused curriculum, reliable equipment, and relevant professional development programs and services that deliver best-in-class educational experiences. Our solutions keep STEM content fresh, teachers energized, and students active in their learning.

Q: WHAT ARE THE MAIN DIVISIONS/BRANCHES WITHIN PITSCO?

A: Pitsco Education, TETRIX Robotics, and Technological Fluency Institute

Q: WHERE IS THE COMPANY HEADQUARTERED, AND ARE THERE OFFICES IN ANY OTHER LOCATIONS?

A: Pitsco Education is headquartered in Pittsburg, Kansas, where it maintains a campus of offices and warehouses as well as a manufacturing facility. Among its approximately 120 employees are representatives who live and work in various parts of the country.

Q: WHY DOESN'T PITSCO OPT TO BECOME A PUBLICLY TRADED COMPANY?

A: Even though the company has experienced steady growth in revenue and in market reach during the company's 50 years in business, executives have opted to keep the company privately held.

Q: WHICH MARKETS DOES PITSCO TARGET WITH ITS PRODUCTS?

A: Pitsco's products span the full range of education from prekindergarten through university with primary emphasis on STEM subjects and coding and robotics as well as technological fluency.

Q: IN WHAT TYPES OF SCHOOLS ARE PITSCO PRODUCTS USED?

A: Pitsco products are used in all types of schools and educational settings: public, private, charter, and summer schools as well as after-school and homeschool settings.

Q: WHAT KINDS OF PROFESSIONAL DEVELOPMENT DOES PITSCO PROVIDE TO TEACHERS?

A: Teacher instruction and professional development are vital steps along the path to success with any curricular materials. Pitsco provides a variety of engaging professional development seminars that introduce and teach participants the various curriculum and program components. Professional services in the form of workshops designed for specific Pitsco courses are delivered on-site, virtually, or in the company's model laboratory facilities on the Pitsco main campus. Certified educators well versed in delivery and content of Pitsco curriculum conduct professional services. Though professional development seminars are tailored to a specific program, the teaching methodologies are consistent with what we believe: hands-on learning is the best way to learn. The professional development experiences ensure that specific program methods are understood and that all attendees are prepared to implement the program.

Q: WHO ARE PITSCO'S KEY ACADEMIC AND INDUSTRY PARTNERS?

A: Arduino, Army National Guard, BIE, CASEL, CrossFlight Sky Solutions, DOE OCTAE, Enable Education, *FIRST* Tech Challenge, ISTE, ITEEA, KUBO Robotics, Microburst Learning, Microduino, NAA, National Instruments, P21, Shape Robotics, SkillsUSA, SmartGurlz, STEM East, STEM Education Coalition, STEM Learning Ecosystems, TGR Labs, TSA, TTS International, UBTECH, WRO

Q: WHERE CAN I FIND PITSCO RESOURCES AND PRODUCTS?

A: Pitsco's numerous lines of products and services can all be accessed via its primary website: Pitsco.com.

Q: HOW DO PITSCO PRODUCTS/SERVICES DIFFER FROM THOSE OF OTHER PROVIDERS?

A: Ever since the company was formed, an overriding emphasis has always been placed on hands-on learning – students engaging their minds through kinesthetic activities that are often conducted via real-world scenarios with real-world materials. Our commitment to teaching students the “why” of their education while at the same time delivering high-quality content correlated to national and state standards differentiates Pitsco from other curriculum/educational material vendors.

Q: WHICH PITSCO PRODUCTS HAVE BEEN MOST SUCCESSFUL?

A: Many of Pitsco's hundreds of proprietary products have enjoyed great success in the classroom, but among the most popular through the years have been any items associated with CO₂ dragster car racing, straw and water bottle rocketry, robotics (TETRIX), air-powered vehicles, balsa structures, sustainable energy kits, and middle-level STEM courses.

Q: FOR WHICH CURRICULAR SUBJECTS DOES PITSCO DEVELOP/MARKET PRODUCTS?

A: Pitsco develops and markets curriculum and materials for science, technology, engineering, math, robotics, coding, SEL, technological fluency, drafting/CAD, and English language arts.

Q: HOW DOES PITSCO ENABLE STUDENTS AND TEACHERS TO SUCCEED?

A: As stated in the company's brand pillars, Pitsco provides motivating and exciting hands-on products that make the learning process fun and engaging for students while at the same time helping them succeed in science, technology, engineering, and math. Regarding teacher enablement, Pitsco provides solutions for the classroom that ease decision-making, including curriculum links, clear instructions to speed preparation, and professional development to prepare teachers for classroom time.

CONNECT WITH US

FACEBOOK:

@PitscoEducation
@TETRIXrobotics

INSTAGRAM:

@PitscoEd
@TETRIXrobotics

LINKEDIN: @PitscoEd

PINTEREST: @PitscoEducation

TWITTER:

@PitscoEducation
@TETRIXrobotics

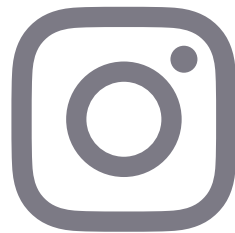
YOUTUBE:

@PitscoEd
@TETRIXbyPitsco

BLOG: blog.pitsco.com

E-NEWSLETTERS:

Pitsco.com/SignUp
Pitsco.com/CommunicationPrefs



Contact:

Communications Manager Tom Farmer
620-308-7016 (direct line) or 620-231-2424, ext. 7016
publicrelations@pitsco.com

