

## District School Board of Pasco County

7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638 • 813/ 794-2000

Heather Fiorentino, Superintendent


[www.pasco.k12.fl.us](http://www.pasco.k12.fl.us)

Department of Purchasing  
Kendra Goodman, CPPO, CPPB, Purchasing Agent  
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December 20, 2011

### MEMORANDUM

**TO:** Honorable School Board Members

**FROM:** Kendra Goodman, CPPO, CPPB, Purchasing Agent 

**RE:** Bid #11-050-SN, ITV Equipment and Supplies  
Company Name Change  
Troxell Communications

On December 21, 2010, official action (attached) was taken to award Bid #11-050-SN, ITV Equipment and Supplies Part 1 and on January 18, 2011, official action (attached) was taken to award Bid #11-050-SN, ITV Equipment and Supplies Part 2. RM Educational was an awarded vendor. Effective October 21, 2011, RM Educational Software, Inc. has been acquired by Troxell Communications. As such, Troxell Communications has agreed (attached) to honor all terms and conditions of Bid #11-050-SN ITV Equipment and Supplies, Parts 1 and 2, for the remainder of the contract. The contract will expire January 19, 2012.

Should you have any questions regarding this matter, or if I can be of further assistance, please feel free to contact me at your earliest convenience.

KDG/vj  
Attachments

Ddate/Time: December 14, 2011 08:34:00



CORPORATE HEADQUARTERS  
4830 S. 38th Street  
Phoenix, AZ 85040  
602.437.7240 800.852.7912  
FAX 602.437.7265 800.752.1299

On October 21, 2011, Troxell Communications acquired the AV Dealer business owned and operated by RM Education. The company operated out of Ball Ground, GA and was formally branded as CompuTrac.

This was a strategic acquisition by Troxell Communications. It provides for the addition of core competencies that support our desire to move from AV Product sales and installation services to a full AV Integration Company. With the acquisition, Troxell adds key resources in our Professional Services area that include Professional Development, Design and Integration, Installation Services and Computer Imaging. We also add a team of Sales Professionals in the Southeastern United States, New York City and Dallas, TX that deepen our ability to support customers and continue to drive organic growth in the market place.

As a Troxell customer or an RM Education customer of the AV Business acquired, we are very excited about the consolidated value this acquisition will bring to you. It is our objective to make this transition as easy as possible for you. Here are some important points for your consideration.

1. If you have any open orders with RM Education, related to the AV Dealer Business that was acquired, we will process those orders without exception. We would prefer that you allow us to invoice the order using a Troxell invoice but if this is an issue for you and payment, we will cross the invoice to the header information on the original order. We would appreciate your guidance on this matter.
2. If you plan to place an order with RM Education, related to the AV Dealer Business, please place that order using the Troxell brand. Your sales professional can help you with this process. In the ideal case, we prefer that you send the order by mail to **Troxell Communications, 4830 S. 38th Street, Phoenix, AZ 85040**. You can also e-mail the order or fax the order to Troxell Communications. (need to add contact info)
3. We recommend that at this time, you work with your sales professional to configure your purchasing system with the contact information for Troxell Communications. Troxell has acquired all of the assets of the RM Education Dealer business including all current state, regional, local and district level purchasing agreements and contracts. We are accepting all these agreements and contracts in their current forms and supporting all existing pricing and terms. Our team will be working with all these agencies and districts, including yours to address any open issues and requirements related to the change in control.
4. Contact Information for both companies remains the same and your sales professional is likely to remain the same. If there are any changes, we will introduce you to the new sales and support teams as they develop.
5. We would love the opportunity to meet with you and your teams to introduce to you the consolidated value of Troxell and our new family member from RM Education. We believe this combination offers you substantial value and brings great brands to you. Some of these include:
  - o Hitachi, Mitsubishi, NEC, BenQ and SMART in projectors.
  - o AverMedia, Lumens, ELMO and SMART in Document Cameras
  - o SMART in Interactive Whiteboards and 21st Century Classroom Technology
  - o Quizdom and SMART in Student Response Systems
  - o Crestron, Chief and Peerless in Controls and Mount Systems

Troxell Communications is the nation's largest AV Dealer and Distributor dedicated to education. We have been in business for over 40 years and our passion is education.

We look forward to continuing to serve you.

Greg Cessna

OFFICES NATIONWIDE

Troxell Communications • 602-437-7240 • 4830 South 38<sup>TH</sup> Street • Phoenix, AZ 85040



RM Educational Software, Inc.

310 Barnstable Road

Suite 101 A&B

Hyannis, MA 02601

508-862-0700

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October 24, 2011

Ms. Kendra Goodman  
District School Board of Pasco County  
Purchasing Department  
20430 Gator Lane  
Land O'Lakes, FL 34638

Dear Ms. Goodman:

RM recently announced the pending sale of the Hardware, Installation and Professional Development divisions of RM Education in the United States. On Friday, October 21, 2011, this sale was finalized. Troxell Communications, a \$200+ million audio visual company based in Phoenix, AZ, has purchased these sections of the company along with all existing staff (positions) and will continue operating out of the location in Ball Ground, GA.

Your district has an active bid or contract with RM (RM Educational Software, Inc.; RM Computrac; RM Group US, LLC.). Troxell is interested in continuing to provide all goods and services associated with this award at the same price or discount that was awarded to RM.

Please let me know if this bid award is transferrable and what actions need to be taken to continue providing these products and/or services through Troxell Communications.

I look forward to your response. If you have any questions, please do not hesitate to call.

Regards,

A handwritten signature in black ink, appearing to read "Matthew Cooper". The signature is fluid and cursive, written over a white background.

Matthew Cooper  
Chief Financial Officer