



Karen Cator
 Director, Office of Educational Technology, U.S. Department of Education

Karen Cator has devoted her career to creating the best possible learning environments for this generation of students. Prior to joining the U.S. Department of Education, she directed Apple's leadership and advocacy efforts in education. In this role, she focused on the intersection of education policy and research, emerging technologies, and the reality faced by teachers, students and administrators. Cator came to Apple in 1997 from the public education sector, most recently leading technology planning and implementation in Juneau, Alaska. She also served as special assistant for telecommunications for the lieutenant governor of Alaska. Cator is the past chair of the Partnership for 21st Century Skills and has served on several boards including the education board of the Software & Information Industry Association (SIIA).



Paige Johnson
 Education, State and Local Government Strategist, Intel

Paige Johnson is developing and implementing holistic models to meet the needs of state and local governments as well as school systems in the United States. In the education space, she is expert at guiding school systems along the technology adoption curve. These models recognize that such efforts demand more than simply providing students and educators with laptops. The work addresses the need for quantitative and qualitative results, visionary leadership, creative funding, rich digital content, ongoing professional development, all supported by a solid infrastructure. Additionally, she brings awareness to the need for advocacy around policies necessary for such systemic reform efforts to gain real traction (i.e., scale and sustainability). For more than two decades, Paige has led education transformation as a focal point aligning experts from all fields towards continuous improvement for education.



Eileen M. Lento Ph.D.
 Director of Vertical Markets, Intel

Dr. Lento is a nationally recognized advocate for making technology accessible to students and local and state governments as a crucial 21st century tool. She designed Intel's K-12 Computing Blueprint to address America's need to achieve quantitative and qualitative results, visionary leadership, creative funding, rich digital content and ongoing professional development, all supported by a solid infrastructure, in its classrooms. She is expert at guiding school systems and local and state governments along the technology adoption curve, with a consistent focus on scale and sustainability. Dr. Lento has published more than 40 articles on education, technology and science, served as host for the national Intel Visionary Conference since 2005 and actively serves on several Boards. In late 2011, Dr. Lento assumed her current role as Director of Vertical Markets; taking her strategic skills in developing scalable end-to-end solutions to new markets.



Dr. Frank I. Luntz
 Pollster and Political Consultant, Author, President and CEO,
 Luntz Research Companies

Frank Luntz is one of the most honored communication professionals in America. "The Nostradamus of pollsters," said Sir David Frost. *Time Magazine* ranked Dr. Luntz #87 of the "Most Influential People in the World" in 2011. He was named among *Newsweek's* 2010 Power Elite, one of the four "Top Research Minds" by *Business Week*, "the hottest pollster" by the *Boston Globe*, and won the *Washington Post's* "Crystal Ball" award. As the "Focus Group Czar" for FOX News since 2008, his focus groups have become so influential that President Barack Obama said, "When Frank Luntz invites you to talk to his focus group, you talk to his focus group."

Dr. Luntz has appeared on The Colbert Report with Stephen Colbert, Real Time with Bill Maher, Meet the Press, Nightline, The Today Show, 60 Minutes, Good Morning America, O'Reilly Factor, Hannity and Hardball. Dr. Luntz won an Emmy Award in 2001 for his MSNBC/CNBC segments, 100 Days, 1000 Voices. He also consulted for The West Wing on NBC. An accomplished author, Dr. Luntz has written three *New York Times* best-selling books: *WIN*, *Words that Work: It's Not What You Say it's What People Hear* and *What Americans Really Want ... Really*.

Dr. Luntz has taught courses at the University of Pennsylvania, Harvard, and George Washington University. He graduated from the University of Pennsylvania with a Bachelor of Arts degree in history and political science and received his Doctorate in Politics from Oxford University.



INDEPENDENT THINKINGSM

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Widmeyer's roots in PreK-12 education remain deep—we have specialized in education communications for longer than anyone—while over the years we have expanded our focus to include teams that specialize in other important and timely issue areas such as higher education, economy and jobs, energy, environment, transportation and consumer protections. Our agency capabilities and PreK-12 expertise are paired with integrated Research, Digital & Creative teams and advanced technology to deliver quality, cost-effective communication solutions.

