

# DIGITALCHALK PRESS KIT

## About DigitalChalk

*Our Mission Statement:* We believe, that in everything we do, **we help** educators and trainers be successful, by providing **innovative**, turn-key, **eLearning solutions**. We are committed to providing instructors, trainers and educators with **powerful software tools** that bring the online classroom to life.

DigitalChalk™ is a time-saving, efficient, learning management system (LMS) that empowers our customers to design and launch their course products, their way. DigitalChalk™ is designed to handle the needs of small organizations to large enterprises, supporting course sales and internal course delivery to both employees and customers alike. With DigitalChalk™, our customers receive the benefits of online training without having to worry about the hassles and high cost of developing and maintaining a software platform. And there's never a question about reliability. Our secure cloud-based hosted system means that **students can access courses** anywhere, anytime. And when it comes to affordability, minimal up-front cost means that customers can ramp up solid training solutions without breaking the bank. For the best time-saving, efficient way to maximize training online, the winning solution is DigitalChalk™.

For additional information, contact our marketing team at [marketing@digitalchalk.com](mailto:marketing@digitalchalk.com), 877-321-2451 x1004.

# ABOUT THE FOUNDERS

## **Russ Stinehour**

### **President & Chief Executive Officer**

Previously, he was the CEO of CrossLogic where he grew the company to 45 employees, with revenues of \$43 million over its ten-year history. He has over 35 years of software experience including 16 years of product management with IBM. Russ holds a BS in Systems Science from Michigan State University and an MBA from UNC at Chapel Hill. He is a co-author of four text books on Software Development using Object-Oriented Technologies. Russ has been married for more than three decades and has four children. He has worked with organizations to help the visually impaired utilize technology and serves as a member of the Advisory Board to the Industries for the Blind. Russ was named to the North Carolina Commission for the Blind by the Governor of North Carolina in 2004.

## **Troy Tolle**

### **Chief Technology Officer**

He pushes the envelope for what can be done in education today and building for the future. For more than a decade, Troy has been engaging in software, improving process and function without compromising usability. He is the author of multiple patent applications in the arena of video utilizing cloud computing. His desire to ignite a passion for education and entrepreneurship has led him to start a technology accelerator providing mentorship and funding for startups. He serves as Vice Chair on NC State's Strategic Advisory Board for Computer Science and is Chairman of the Board for AB Tech's Entrepreneurship Foundation.

# TESTIMONIALS FROM DIGITALCHALK™ CUSTOMERS

“As a newcomer to online education, we lacked the skill set to fully develop a ‘ready to use’ course. Your team of experts are easy to work with and have fully- loaded tool belts of knowledge and equipment to get the job done”

—**Marc Oudin**

President – Virtual Education Development, LLC

My business partner and I deal with clients in the **cable television industry** that have nationwide sales teams. So **training** is always a **huge challenge** and very expensive. We needed to **serve our clients better** and we needed a modern application to do it. We were lucky enough to find DigitalChalk™. These guys are great. They bend over backwards to **help us be successful**. And now using their platform, our clients can access **our training 24/7** regardless of **geographic location** of the sales rep or the time of day. Our effective training programs are available to them at their **convenience**. Gone are the expenses of bringing people together.”

—**Kim Robinson**

Partner – D2D Cable

Our new online training systems have added a new element to our automotive training service. DigitalChalk™ has not only allowed us to develop a whole new source of income for our business, but has helped provide a high-tech way for automotive professionals to get **expert training** that they otherwise couldn’t afford.

—**Stephen Powers**

President and Founder - Rightlook.com

“I searched for five years for a learning management system that could deliver top quality, highly interactive adult education at an affordable price. DigitalChalk is, without question, the best solution available today.”

—**Bernice Ross**

CEO - RealEstateCoach.com

# GENERAL INQUIRIES

## **DigitalChalk**

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Asheville, NC 28803

**Telephone:** 877-321-2451

**Fax:** 866-531-4940

**Outside the US:** 828-398-4249

## **Marketing & Media Requests**

Communications Director  
[marketing@digitalchalk.com](mailto:marketing@digitalchalk.com)  
877-321-2451 x1004

## **Technical Questions**

[support@digitalchalk.com](mailto:support@digitalchalk.com)

877-321-2451 (opt. 2)

*Telephone support is available Monday-Friday  
from 8:30am-5:30pm EST.*

## **Sales Questions**

[sales@digitalchalk.com](mailto:sales@digitalchalk.com)

877-321-2451 (opt. 1)

[Schedule a Live Demo](#)