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December 3, 2007

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### **Catalyst Learning Poised for Growth**

LOUISVILLE, KY – Catalyst Learning Company (CLC), the leading provider of education and career development for entry-level workers in healthcare, works closely with employers to increase front-line worker retention, engagement, and upward mobility at progressive healthcare organizations across the United States. CLC welcomes the addition of three key staff members.

**Victor Addison** -- has joined Catalyst Learning Company as Director of Marketing. His immediate role is to undertake the current Transportation Grant Project which includes assessing national employer needs in major airport/seaport cargo communities. Catalyst Learning Company will make recommendations as to specific courses that will help national employers achieve high-priority workforce development goals. Before joining Catalyst Learning, Victor was a Senior Product Manager at Mitchell1 and Snap-on Tools where he introduced new products within the Transportation Industry. Victor currently holds an MBA, emphasis in Marketing, from National University.

**Jeffrey Rogers** – has joined Catalyst Learning Company as the Director of Sales. His role will be to continue to grow sales within the organization. Before joining Catalyst Learning, Jeffrey was the Director of Surgical Systems for SWC Healthcare, where he developed strategic sales targets within the surgical healthcare industry. Jeffrey is a graduate of the University of Kentucky.

**Tim Wheat** – has joined Catalyst Learning Company as a Multimedia Developer. He will be utilizing his knowledge and experience in multimedia technologies to introduce new methods of delivering online content and interacting with clients through online courses, websites, and marketing materials. Before joining Catalyst Learning, Tim was employed in the e-learning industry exploring new powerful ways to develop online courses. Tim currently holds a Bachelors Degree in Marketing Management in addition to an Associate's Degree in Computer Graphic Design.

**Kyle Hopkins** joins Catalyst Learning as a New Media Developer. Before coming to Catalyst Learning, he taught graphic design and technology courses at the University of Kentucky. His interest in digital media and all things creative led him to Catalyst Learning, where he has been charged with helping the New Media team create exciting and dynamic content for the company's web pages, online training solution and marketing pieces. Kyle earned a bachelor's degree in Fine Art from Morehead State University and is currently pursuing a master's degree in the Academy of Art University's online 3D Animation and Visual Effects program.

### **About Catalyst Learning**

Louisville-based Catalyst Learning Company provides innovative workforce development models delivered at the worksite for adults in support level positions. Catalyst Learning's principal products are School at Work ® (SAW), and Expanding Your Career and Healthcare Opportunities ® (ECHO), career development systems. The School at Work vision is to dramatically expand access to education for adults employed in support-level jobs. This vision is being achieved by working closely with employers to help them realize a return-on-investment and by using technology to deliver education. Education delivery is done in a blended learning approach which embraces the use of technology for instruction and classroom activity, as mentoring as key components. Catalyst Learning was founded in 1992 and is a woman-owned small business. For more information, go to [www.schoolatwork.com](http://www.schoolatwork.com).