

IRENE HANDBERG SASMAN



Irene Handberg is the Founder and President of *The Learning Connection* the leading publisher of themes in the Preschool/ Early Childhood market for ages 3-9. *TLC* links award-winning products with the needs of children, parents, and teachers focusing on multicultural and environmental themes to assist children in discovering their heritage and the contributions of the peoples of the world. The educational materials include award-winning books, cassettes, video, puppets, and CD-ROM.

The Learning Centers address the most popular topics in education today: Multicultural Education, Drug Education, Self-Esteem, Ecology, Bilingual/ESL, Basic Concepts, and Parent Involvement. Children develop an understanding of who they are – that they are part of a global community

TLC was voted by educators as the Number One Publisher of Themes. It was ranked first in all categories: quality, value, and creativity. It organizes educational materials that develop literacy, into easy-to-use, affordable packages, and includes a Parent Involvement component for Family Literacy.

Ms. Handberg, is a specialist in early childhood, reading, mathematics, and individualized instruction, with an emphasis on political science, and sociology. She has served as President as well as senior executive in key corporate development, strategic planning, marketing, and publishing positions with leading educational publishers in the world including Simon & Schuster, McGraw-Hill, and Hachette.

Her credentials include a Master's Degree from the University of North Carolina, Chapel Hill with a double major in Reading/Language Arts, and Mathematics Education, and a double minor in Political Science and Sociology. Positions in Education range from preschool through Adult and include the Director of a College Adult Education Lab and an Elementary Reading and Math Specialist.

This combination of an educational and publishing background led Ms. Handberg to launch a company specializing in the early learner. *TLC* is a leading source of materials for young children that develop literacy, self-esteem and an appreciation for cultural diversity while connecting the educational content in science, social studies, health, the arts, language arts, and math. The materials provide hands-on experiences, develop critical thinking, and present the child's world using award-winning children's literature and media. The emphasis is on encouraging and fostering discovery, enabling children to learn rather than being taught leading to the development of problem-solving and critical thinking skills.

TLC has developed *TIPS – Teacher Information and Parent Suggestions* listing the materials, concepts developed, and activities and projects for art, music, drama, writing, and parent involvement. The Guides integrate the key content areas of science, social studies, language arts, and math.

The materials have been adopted for use throughout the USA by Public and Private Schools, Preschools, Head Start, Even Start, Hospitals, Parent Centers, Child Care, and Military Bases. They are on the state approved list of materials for New York, California, and Illinois. The *Multicultural PAK* was chosen for the Second Grade Multicultural Curriculum in Georgia, the *Drug Ed PAK* for kindergarten classrooms in Texas, and the *Parent PAK* for schools throughout New York City. They received the Caldecott Medal, Coretta Scott King Award, ALA Notable Award, the Emmy, IRA Children's Choice, Parents' Choice, Book of the Year, Peace Award, and PC Excellence Award.

Ms. Handberg's Honors include National Science Foundation fellow, Who's Who in America, Who's Who in the World, Who's Who of Women Executives, the CEO Club of America, and the Junior Achievement Service Award. She has published scholarly articles in Reading in the Content.

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