

WARREN SCHLOAT



In 1972, Mr. Schloat and five others founded Sunburst Communications, Inc. in his basement in Pound Ridge, New York. Initially a publisher of sound filmstrips and activity cards in the 1970s, Sunburst evolved over the years into a major publisher of video and computer software for the classroom teacher.

Each year, school districts spend about 2% of their budgets on instructional materials. Half of this money is for textbooks and the other half is for a wide array of supplementary materials such as videos, workbooks, software, lab equipment, posters, etc. Because the purchasing of supplementary materials is highly fractionalized—as opposed to the purchasing of textbooks, - there are over five thousand companies publishing supplementary materials.

The mission of Sunburst was to provide materials that facilitated the teaching process and help educators be successful without adding to an already overloaded school day. To that end Sunburst created, produced, and published supplementary instructional materials that were pedagogically excellent, easy for the teacher to use, and interesting to the student. The programs were distributed by mail and supported by a teacher-centered customer service organization.

In 1999, Sunburst employed about 160 people, had sales of about 5212 million and was one of the best-known and respected brand names in supplementary publishing. In April 1999, Sunburst was sold to Houghton Mifflin.

Mr. Schloat has a B.A. in Political Science from Stanford University and an L.L.B. from New York University School of Law. He also attended one year of the OEM course at the Harvard Business School. In addition, Mr. Schloat served on the Bedford Central School District Board of Education for six years. A long time ago he ran two marathons and won a golf championship. Warren is divorced and has three sons, David, Benjamin, and Michael, ages 26, 24, and 20.

Since selling Sunburst Communications, Warren is President of Schloat Properties, Inc. of Pleasantville, New York and is involved in local real estate investments. He also is working with several small businesses and start-up groups.

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