



## DECISIONINSITE PROFESSIONAL TEAM

**DecisionInsite** is a dynamic team with many years of experience in the educational sector, specializing in professionally developed student enrollment forecasts, school boundary configuration, geo-demographic analysis, information technology, and facilities planning. We believe team efforts produce the best results.

### Founders and Senior Management

**Michael Regele.** Mr. Regele brings over 20 years of expertise applying geo-demographic analysis and studies to planning and decision making. His specialty lies in the creation of GIS-based demographic models and the interpretation and presentation of demographic research and student enrollment forecasts. Mr. Regele used this knowledge and experience to design the functional capabilities of the DI System. He firmly believes that complex data must be presented in a manner that promotes good understanding and supports wise decisions.



The vision for **DecisionInsite** emerged during his experience as a school board member for 11 years in the highly respected Irvine Unified School District in Irvine, CA. Mr. Regele has 25 years of experience as a planning consultant assisting non-profit organizations in clarifying their primary mission and strategic focus. Mr. Regele's is President and CEO. He is the primary spokesperson for the firm. With extensive experience working both on and with public school boards and with top level administrative staff, he understands the challenges boards and administrators face. Mr. Regele is skilled in presenting to boards in public settings.

**Dean Waldfogel, PhD.** With over four decades of leadership experience in public education, Dr. Waldfogel brings a unique perspective to **DecisionInsite**. Formerly the Superintendent of the Irvine Unified School District, he invested over 32 years in the district as an administrator. Dr. Waldfogel was the chief designer and developer of the Irvine enrollment projection model that very successfully supplied the district with information necessary to plan for school facilities and staffing in concert with the Irvine Company's development of the Irvine community. His model guided Irvine Unified from serving a community of 50,000 to now well over 200,000 over two decades.



Dr. Waldfogel applied his years of expertise to the design and development of the enrollment projection engine within the DI System. Dr. Waldfogel's primary role in **DecisionInsite** is the management of the production and consulting departments. He oversees all facets of production including quality control. Each set of projections generated are carefully reviewed by Dr. Waldfogel. He is also the managing senior consultant on boundary configuration engagements.

## Consulting Team



**Tony Ferruzzo.** A former high school principal, district level administrator and high school mathematics instructor are just a portion of Mr. Ferruzzo's list of accomplishments in education. Most recently, Mr. Ferruzzo was selected by two different growing districts to be the principal with the responsibility to open a new high school. In both cases, he experienced firsthand the practical effects of sound and not-so-sound boundary decisions. Highly organized with a balanced perspective ranging from the strategic to the details, Mr. Ferruzzo brings a rich experience working with community and staff groups, and a focus on results. He serves on **DecisionInsite's** team as a senior consultant working boundary alignment process with boards, staff and community groups.



**Susan Long, Ed.D.** Dr. Long is a senior consultant with **DecisionInsite**. A seasoned public education administrator, she served the Irvine Unified School District as Deputy Superintendent for Human Resources for 18 years. She is a skilled consultant, interviewer and process facilitator. Dr. Long has assisted other districts in staff development programs, strategic planning and change management. She designed and facilitated a school configuration process resulting in a reconfiguration plan acceptable by the district and community alike. Dr. Long works on boundary reconfiguration and custom research projects.

## Business Development Team

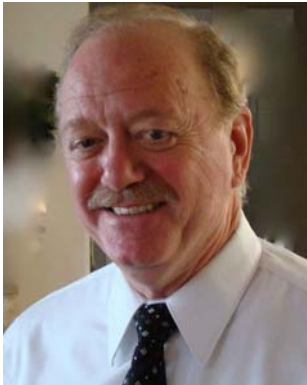
### *California*



**Stella Escario-Doiron.** Ms. Escario-Doiron doubles as Business Development Associate and planning consultant for **DecisionInsite**. She has over 20 years of experience in managing and developing innovative solutions for private companies and educational institutions. Ms. Escario-Doiron has served Director of Facilities Planning for several school districts in California. Most recently, Ms. Escario-Doiron served as the **DecisionInsite** Facilities Master Planning Team Member for the Long Beach Unified School District Facilities Master Plan. She worked with District staff and the Facilities Master Plan consultants to present and provide demographic analysis, data and presentation materials for the various committees, general public and the Board of Education.



**John Tobin.** Mr. Tobin brings a unique perspective to the **DecisionInsite** Team. Over the last decade, he has consulted with school districts while providing digital aerial data and GIS mapping technology through our partner, Eagle Aerial Imaging. He has a background in GIS certification, mapping, and data integration. He has been a major influence in changing the way school districts in southern California have used aerial information. Rather than rely on traditional, costly site photos, he combined updated aerial data of entire district geographies with the latest aerial mapping technology and GIS data. The result was a cost-effective package of map-driven information, resulting in better planning tools - and overall savings for school districts. His technical expertise is complemented by a lifetime of client relations experience and a passion for the school community. Mr. Tobin serves as **DecisionInsite's** Business Development Representative for southern California.



**Woodrow Wilson.** Mr. Wilson has built a career spanning more than thirty years in urban planning and developing public infrastructure. He holds Bachelor and Master's Degrees in Government and Public Administration. After early years serving in the California Legislature and Governor's Office as well as Washington, D. C., he established a consulting practice to advise local governments on community planning and public facilities. In the mid-1980's Mr. Wilson decided to focus his practice on the needs of school districts to develop and improve facilities for a growing number of students. He served as the chief planning consultant to twenty-three school districts until leaving that practice in 1997 to serve as Director of Research and Planning of Sierra Community College District until his retirement in 2008. Since 1986, he has successfully led projects to build and modernize over \$370,000,000 of school and college facilities that serve 20,000 K-12 and 12,000 community college students. Mr. Wilson serves as **DecisionInsite's** Business Development Representative for northern California.

### ***The Upper Midwest: Illinois, Indiana, Iowa and Wisconsin***



**John M. Meisinger.** John Meisinger has been a part of public education for more than 34 years in central Illinois. His career includes being a middle school principal, and a high school principal of the largest high school in the Peoria Public Schools for ten years. His resume also includes being an interim Director of Human Resources in the Peoria Public Schools and the coordinator of the New Principal Mentoring Program for the Regional Office of Education. John has also served as a member on the Illinois State Action for Education Leadership Project consortium and Peoria Educational Region for Employment and Career Training Board of Control. Mr. Meisinger serves as **DecisionInsite's** Business Development Representative in the Upper Midwest Region.

## ***Delaware, New Jersey and Pennsylvania***



**Peter Wernett.** Mr. Wernett has over 40 years of business and client development experience. He has worked in the demographic research and consulting field for the last 20 years including 17 years as a principal with Mr. Regele in a prior company. His expertise includes developing and maintaining client centered services and the management and development of business developers who are attentive to client needs. He serves as a Regional Business Developer with **DecisionInsite** for Delaware, New Jersey and Pennsylvania.



**Laird P. Warner, Ph.D.** Dr. Laird P. Warner has over 37 years of experience in the field of education with 34 years in administrative positions. Subsequent to being a high school principal and assistant principal, he served 26 years as Superintendent of Schools in three districts in Pennsylvania, and as. Dr. Warner has taught at the high school and college levels, and has extensive experience working with boards in strategic planning, team building, human resources negotiations, budgeting and executive coaching. After retiring from Rose Tree Media School District where he served as superintendent for ten years, Dr. Warner set up Lair P. Warner and Associates Consulting Company. Dr. Warner serves as **DecisionInsite's** Regional Client Development Manager in Delaware, New Jersey and Pennsylvania.



**Howard A. Jones.** Mr. Jones has over thirty-five years of experience in industry and information technology. He is a former Chief Information Technology executive for a fortune 500 company and a consultant in information technology for software and services companies. He has extensive experience in the application of information technology to support and enhance business processes in several industries. Mr. Jones has over eight years experience as a school board director and is currently a school board director for a Philadelphia suburban school district. He has in-depth experience in enrollment projections, having developed an enrollment model, and was a member of the technology committee for many years that saw the implementation of technology in the classroom. Mr. Jones serves as **DecisionInsite's** Business Development Representative in Delaware, New Jersey and Pennsylvania.

## ***Texas***



**Steve Stewart.**



**Jerry Scheider.**

## **Production Team**



**Kurt Norlin, PhD.** Dr. Norlin has served as one of **DecisionInsite's** Senior Projection Analysts for over five years. He has many years of experience writing and editing advanced textbooks on math, physics, and electrical and mechanical engineering. In addition to his applied experience in mathematical and scientific analysis and modeling he also periodically teaches philosophy in local universities. He brings his mathematical and analytical power to the careful analysis of a school district's student information and the application of the **DecisionInsite** enrollment projection model. Dr. Norlin participates with Dr. Waldfogel in the ongoing development of the DI System's projection engine.



**Bruce Terry.** Mr. Terry serves as the Director of Residential Research and Client Support for **DecisionInsite**. He has been in education his entire career serving both as classroom teacher and elementary principal. He oversees the **DecisionInsite** team that tenaciously pursues developers, city and county planning departments to obtain the best possible data regarding the product type and anticipated closing dates of proposed residential development. Development information is integrated into the DI System allowing clients to quickly and easily see where development is planned as well as the projected number of future students by grade. Additionally, Mr. Terry coordinates all client training resources and workshops. His sense of humor and keen understanding of effective educational process enables DecisionInsite users to quickly

learn how to use the DI System.



**Justin Regele.** Mr. J. Regele serves as a **DecisionInsite** Projections Analyst and as a GIS Technician. His rich background in technology brings versatility to a range of critical company operations. Among other important work, Mr. J. Regele developed custom software modules designed specifically to clean and prepare student data records prior for uploading into the DI System. He is responsible for digitizing district and school attendance boundaries, and is one of the analysts who develop a district's annual enrollment forecast. Professionally trained as a high school teacher, he also assists Mr. Terry in client training.

## Technical Systems Engineers



**Rob Kuchinski.** Mr. Kuchinski serves DecisionInsite's Senior Software Engineer. He holds a BS in Computer Science from UCSB's College of Engineering. For over 10 years he has built Web Applications with Microsoft technologies (ASP/ASP.NET/SQL). He also follows many Open Source alternatives and keeps up on new emerging technologies. Software-As-a-Service and Cloud Computing are both technologies that he strongly supports because they allow for a few field experts to handle a more narrow scope. This is the conceptual framework within which he has led in the development of the DI System and which allows it to take advantage of many different technologies and services while remaining flexible and easy to use. Mr. Kuchinski also manages all of the company's web servers.



**Kenny Tran.** Mr. Tran serves as one of DecisionInsite's system engineers. He is a graduate of the University of California, Irvine with a Bachelor of Science in Computer Engineering. He has been designing and implementing Web Applications using Microsoft technologies such as .NET Framework, ASP.NET and SQL since 2005. In his spare time, he pursues his passion of keeping up with the latest technology in many aspects of software development. His experience and keen interest together ensure that the DI system is always equipped with the latest and greatest technology in delivering services to DecisionInsite's clients. Mr. Tran is also responsible for maintaining all DecisionInsite internal technical systems and supporting all of the company's web servers.