



## MEDIA RELEASE

### TROXELL IS YOUR NUMBER ONE CLASSROOM TECHNOLOGY PROVIDER

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#### **FOR IMMEDIATE RELEASE**

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### **TROXELL COMMUNICATIONS HOLDS 2015 NATIONAL SALES SUMMIT**

*More Than 65 Vendor Partners Participated in the Four-Day Event,  
Which Included Meetings, Trainings, and Education Seminars with  
Troxell/Summit Integration Personnel and Local Arizona Educators*

Phoenix, Ariz., August 20, 2015 – Troxell Communications ([www.etroxell.com](http://www.etroxell.com)), a leader in educational technology products and application services for more than 60 years, recently held its 2015 National Sales Summit for more than 75 of its sales representatives, more than 65 of its vendor partners, and more than 40 local Arizona educators, at its new corporate headquarters and the Arizona Grand Resort & Spa in Phoenix, Ariz. from July 21 – 24.

“The 2015 National Sales Summit was a resounding success,” said Mike Ruprich, Troxell CEO. “The purpose of our annual summit is so that all of our participating partners can interact with our nationwide sales teams one-on-one while exhibiting products in a trade show style environment. Ideally, it provides a unique opportunity for our vendor partners to engage, educate, and enjoy time with our entire nationwide Troxell account team, as well as our Summit Integration division.”

The 2015 National Sales Summit had a “Lights, Camera, Troxell” theme. Participating partners included Google, Hitachi, AVer, LG, Panasonic, Shure, Samsung, Casio, Chief, Crestron, Lumens, Tekvox, and ASUS. Events included break-out sessions for in-depth education on product knowledge and sales strategies, private training sessions, trade show themed exhibits and demonstrations, as well evening entertainment including dinners, awards presentations, and an Arizona Diamondbacks baseball game.

“Some events are built to only grow relationships, and some events are built to only build business opportunities,” said Andy Paul, ASUS national business development manager. During the Summit, ASUS was presented with Troxell’s Outstanding New Vendor Award. “Troxell’s 2015 National Sales Summit succeeded in both, allowing us to meet and have in-depth discussions with their management team, sales managers, and

(more)

customers in multiple venues. Their events, presentations, and sales team involvement was outstanding, allowing us to build the foundation for an extraordinary sales year.”

Added Andrew Mulazzi, Hitachi America, Ltd. Business Development Manager, "Each year, the Troxell National Sales Summit provides us a chance to work one-on-one with their nationwide sales team, as well as network with industry colleagues and key end users. Truly beneficial to all involved, it provides us a platform to personally educate attendees with regards to our solutions while keeping abreast of industry trends and end user needs." Hitachi was also a recipient of Troxell's Outstanding Vendor Support Award that was presented to company officials during the Summit.

On the final day of the summit, Troxell opened its doors to more than 40 local Arizona public school district and higher education institution Technology, Curriculum, and Instructional Technology directors, and Purchasing Department managers. The “Red Carpet Product Showcase” allowed these educators the opportunity to meet directly with the manufacturers and discuss the newest technologies available to them.

“The Troxell Summit was amazing,” said Carrie Taylor, 8th grade science/STEM teacher at Rogers Ranch School in Laveen, Ariz. “As an educator, I am always looking for new ways to incorporate technology into my classroom that not only benefits myself but my students, as well. I would advise any and all educators who have the opportunity to attend this conference.”

Ruprich concluded, “Overall, this event continued to strengthen our partnerships with our vendors and expanded our product and sales strategy methods and knowledge. We’re already looking forward to our 2016 Summit!”

For more than six decades, Troxell has been a school’s best partner to ensure the highest quality solutions at the most competitive pricing backed by the industry’s best added value services including installation/integration and professional development. Troxell’s 1:1 Learning Suite has the full classroom mobility solution at the right price, for every element of mobile learning. As a district innovates with mobile learning, Troxell can be an invaluable partner because its full 1:1 product offering coupled with Troxell’s more than 75 field sales account managers nationwide provides them with outstanding K12 experience, trust, and low pricing.

For more information, visit [www.etroxell.com](http://www.etroxell.com) or call 800-352-7912.

#### **About Troxell Communications**

Troxell has more than 60 years of experience providing complete technology solutions for education. Headquartered in Phoenix, Arizona, with more than 65 offices nationwide, Troxell has local account executives that offer a vast selection of products from leading manufacturers. Whether you are updating one room or standardizing an entire district, Troxell is your school’s best partner to ensure the highest quality solutions at the most competitive pricing, and backed by the industry’s best added value services including installation/integration and professional development.

Since 1990, Summit Integration Systems has had the knowledge, products and experience necessary to successfully initiate, manage and complete audio visual integration projects of any size and scope in the most demanding environments, on time and within budget.