



Beaver County native receives 2021 'Women of Influence' award
Regional publication recognizes Book for educational efforts during pandemic

ROCHESTER, Oct. 29, 2021 – Lincoln Learning Solutions today announced its chief sales and marketing officer was among an elite group of professionals chosen by the Pittsburgh Business Times to receive its 2021 Women of Influence award for her strong record of performance.

Rachel Book, 41, a Beaver County native, was recognized for her grace under fire during the height of the pandemic, having led the marketing team through a summer maelstrom as many frantic and frenzied schools were uncertain about handling remote and/or hybrid learning in an environment when that was really their only choice.

“As schools across the nation began to dismiss students en masse last March, not only did Rachel, like nearly all parents, find herself tending to her own middle and elementary school-aged children’s needs and education 24/7, but she also re-envisioned what the educators and students she served through Lincoln Learning Solutions might be facing,” Bob Clements, LLS president and CEO, said.

The Pittsburgh publication asked nominators to identify a colleague who had an inspiring story of success to share with a larger audience.

“Well, we jumped at the chance to nominate Rachel, especially after we enrolled and integrated 43 new partner districts from across the country during that very trying period,” Clements said.

He said Book’s team responded to hundreds of inquiries, supported schools as they implemented the new curriculum, provided professional development and training sessions, attended parent nights, and worked with school administrators to find the best solution for their students.

Book said she considered the enrollment increases to be exciting for her small team, whom she led through the challenge.

“They handled an extraordinary number of requests, performed more demos than they ever imagined, professional development and training sessions, attended parent nights,

and, generally, worked with school administrators to find the best solution for their students,” Book said.

The Pittsburgh Business Times also noted that Book has a strong record of community involvement, including fundraising, volunteering for her local soup kitchen, and serving on the board of the United Way of Beaver County.

When asked by the publication to identify someone who inspired her career, Book credited her third-grade teacher, Dan Macuga.

“He was the best teacher who wanted to see his students learn so much more than was taught in the textbook. He led us and supported us in any endeavor in which we had an interest. My passion for education and my drive to find opportunities for all students to succeed started with him in that New Brighton Elementary classroom,” she said.

Book has an associate degree in business administration from Community College of Beaver County, a B.S. in education from Youngstown State University, a master’s in school counseling from Slippery Rock, and a doctorate of education, organizational change and leadership from the University of Southern California.

Selected for the award by a panel of peer judges, Book attended the Pittsburgh Business Times 2021 Women of Influence ceremony in early October with her family and colleagues.