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Contact: Adrienne Dayton, V.P. of Marketing & Communications
800.395.5550, ext. 1031, adayton@edmarket.org

Kathy Balogh Joins EDmarket Team

(Silver Spring, MD) — The **Education Market Association** (EDmarket) is pleased to announce that industry veteran Kathy Balogh has been hired as an outside consultant to help increase engagement and communication among the EDexpo dealer community.

Kathy is uniquely positioned to help grow the educational products marketplace. She has been in the education industry for over 14 years and has experience ranging from opening a new store to merchandising and marketing a large chain of stores. While working for EDmarket member companies, Kathy has served on the EDmarket Retail Store Council and most recently on the EDexpo Planning Committee.

Kathy has a bachelor of business administration from Kent State University. She started her career in event planning and worked from 1996-1999 at OfficeMax in Cleveland as a corporate trainer and product manager. In April 2000 Kathy started at Holcomb's (a former chain of 35 teacher stores with a custom catalog, sales force and large warehouse) as a buyer before moving up to merchandise manager and leader of new business ventures. Since March 2010 Kathy has served as Director of Market Development at Educators Resource.

“With Kathy’s knowledge of the vision of the EDmarket leadership to transform EDexpo into an industry event, she is the ideal choice to be the communication steward to spread the word on how our tradeshow is evolving into an industry event designed to be beneficial to all who touch the education industry,” says Jim McGarry, President/CEO of EDmarket.

“Making the show a 'can't miss' event is going to take all of our support, input, and enthusiasm,” says Kathy. “I look forward to being the connection between our membership and the overall goals and efforts of the strategic planning group.”

She can be reached at kbalogh@edmarket.org.

The Education Market Association (EDmarket) serves the educational products marketplace by providing high quality tradeshow that increase the productivity of the channel; networking opportunities to build relationships with trading partners; and market information on which to make solid business decisions.

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