Education Division News

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SIIA Honors Industry Veterans with Impact Awards

Association also highlights long-standing members of Education Division

Washington, D.C. (May 26, 2011) – The Education Division of the Software & Information Industry Association (SIIA) honors Kathy Hurley, senior vice president of strategic partnerships for Pearson and the Pearson Foundation, with its prestigious Ed Tech Impact Award. SIIA also presented new impact awards and highlighted long-standing members of the division during the recent Ed Tech Industry Summit in San Francisco.

During a special awards ceremony, Hurley was presented with the award by last year's winner, Tom Greaves of The Greaves Group, as SIIA highlighted her accomplishments and contributions to the education technology industry. With more than 35 years of experience in education technology, Hurley currently serves on several key industry and education advisory boards, including the SIIA Board of Directors, and has been at the forefront in leading the charge for 21st century skills, acting as chairman of the Partnership for 21st Century Skills (P21). Hurley also plays a major role in developing key partnerships from around the world for Pearson, helping the company to develop new approaches to innovative educational solutions.

In addition, SIIA presented new Member Impact Awards to individuals active in the Education Division, who have supported SIIA by promoting membership to ed tech companies, then mentoring them to build SIIA involvement. They received these awards for their leadership on the Education Board, multiple Division Committees and Working Groups, and special support over recent years, enabling SIIA to provide leadership, advocacy, business development opportunities, and critical market information in the education technology space. The Member Impact Awards were presented to:

- Lillian Kellogg, vice president of client services for Education Networks of America (ENA)
- Farimah Schuerman, managing partner of Academic Business Advisors
- Pat Walkington, principal of Pat Walkington Sales and Marketing

"During their years of service, these honorees have made outstanding achievements that benefit the entire education industry," said Karen Billings, vice president of SIIA's Education Division. "Their hard work and dedication have helped innovative ed tech ideas flourish, making them worthy recipients of SIIA's Impact Awards."

Sixteen companies also were recognized by SIIA for helping to support the ed tech industry through their long-standing membership of the association. Member companies recognized at the awards luncheon included:

- 25 or more years:
  - McGraw-Hill
  - Education TURNKEY Systems, Inc.

- 20-24 years:
  - Interactive Educational Systems Design, Inc.
  - E.T.C. International

- 15-19 years:
  - Adobe

MORE

- 15-19 years (con't):
  - C. Blohm & Associates, Inc.
  - Houghton Mifflin Harcourt Publishing Co.
  - Oracle
  - TechERA

- 10-14 years:
  - Texas Instruments, Inc. Education & Productivity Solutions Business
  - ABC-CLIO, Interactive Media Division
  - Computer Power Solutions of Illinois
  - Learning.com
  - EdTech Systems
  - Inspiration Software, Inc.
  - Winter Group

"Our members help achieve goals set forth by the Education Division, and these member companies in particular have helped lead the charge throughout the last 25 years," continued Billings. "SIIA members demand continued success and work together to provide our Division with leadership that plays a significant role in shaping the software & information industry."

The Ed Tech Industry Summit is the industry conference for technology companies serving the K-12 and postsecondary education marketplace. For more information regarding the event, visit www.edtechindustrysummit.com

About SIIA
The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. **The SIIA Education Division** serves and represents more than 150 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities and critical market information. For more information, visit www.siia.net/education.

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