



## FOR IMMEDIATE RELEASE

### Contact:

Amy Krouse  
Rand McNally  
9855 Woods Drive  
Skokie, IL 60077  
[akrouse@randmcnally.com](mailto:akrouse@randmcnally.com)  
847-329-6798

### **RAND McNALLY HIRES TWO KEY EDUCATION PROFESSIONALS** *Company looking to build products and distribution*

**Skokie, Ill., September 15, 2011** – With a renewed focus on integrating geography and social studies into everyday subject matter for K-12 students, Rand McNally announced that it has hired two veteran Education professionals to lead the charge at the company.

Dori Veto, who has more than 15 years experience in the sector, is now leading Rand McNally's Education business as director and general manager. Veto, who has worked at McGraw-Hill, McDougal Littell (now part of Houghton Mifflin Harcourt), and Sylvan Learning Centers, began her career as a classroom teacher.

"Dori has a great track record of developing student materials that bring together best practices in teaching but also are engaging," said Dave Muscatel, CEO of Rand McNally. "We are focused on delivering high-quality content for classroom professionals as well as consumers."

In addition, Dave Dardano has joined Rand McNally as National Sales Manager. With more than 18 years of experience in K-12 sales, Dardano has worked in roles ranging from sales consultant to sales director, most recently leading the national sales team at RealityWorks Inc.

In his new role, Dardano will be building the company's Education sales organization – to better serve schools and educators across the country.

Both Veto and Dardano are charged with working with other businesses within Rand McNally as well as with outside Education partners to create and deliver cutting-edge learning tools for educators and parents alike.

“Technology is a key component to the initiative,” explained Veto. “We are exploring ways in which digital solutions will make learning more engaging for children.”

For more than 130 years, Rand McNally Education has created products that give students a lifelong foundation in geographic literacy and a love of discovery.

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