



## *Periodical and Book Association of America*

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The Periodical and Book Association of America (PBAA) Board of Directors today announced the appointment of Jay Annis (Taunton Press) to the position of PBAA President. In this position, Annis becomes the 7<sup>th</sup> member of the PBAA board, joining chair Will Michalopoulos (Hearst) and board members Irwin Billman (Billman Media/MCC), Mary McEvoy (MCMcEvoy and Associates), Rich Alleger (Rodale), Dave Alleger (Clark Worldwide), and Chip Smith (Kable).

“The industry once again seems to be at a crossroads and PBAA has the opportunity to help publishers steer through the difficult times ahead as well as help the industry strategize with its distribution and retail partners,” said Annis. He is Vice President of Trade Sales- Magazines and Books, for the Taunton Press, and is a 35 year veteran of the magazine industry.

Other PBAA officers for 2011-2012 are EVP Chris Moody (Consumer Reports)), VP Dick Terlaak-Poot (Rodale), VP Marcia Orovitz (AIM) and VP Joe Gallo (immediate past president).

To learn more about PBAA, *The Voice of the Newsstand Industry*, or for membership information, please visit [www.pbaa.net](http://www.pbaa.net) or email [jcancio@pbaa.net](mailto:jcancio@pbaa.net).

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*Founded in 1965, PBAA is a not-for-profit organization for publishers, distributors, wholesalers, retailers, consultants, and industry service providers. Our mission is to build awareness, identify trends, educate, and bring positive reinforcement to the issues at hand while bringing the publishing community closer together. PBAA provides an open-style forum of communication and encourages its members to voice opinions and concerns regarding the single-copy industry.*