



Periodical & Book Association of America, Inc.

For immediate release...

For further details- contact Jose Cancio or Lisa Scott at PBAA
212 563 6502; jcancio@pbaa.net
July 29, 2008

PBAA Announces Board and Officers for 2008

The annual PBAA member meeting was held on June 24, 2008 at the PBAA 22nd Annual Convention in Baltimore. At that time, the results of the election for three board seats were announced by PBAA counsel, Yee Wah Chin. (43 of 59 eligible companies voted in the election.)

Rich Alleger (Rodale, Inc.), Irwin Billman (Billman Media/MCC), and Mary McEvoy (MCMcEvoy & Associates) were re-elected to the board. PBAA wishes to thank Stephanie Laco (Source Interlink), Ron Murray (NPS), and Máire Walsh (Next Steps Marketing) for their involvement as candidates for PBAA board seats.

Due to the departure of Bob Kerekes, PBAA President, for a position outside of our industry, Rich Alleger (Sr. VP Retail, Rodale, Inc.) has accepted the position of Acting President for PBAA. The PBAA Board of Directors is currently searching for an Executive Vice President, who would take the reins as President in 2009.

The PBAA Board of Directors also announced the appointment of officers for the organization for 2008-10. They are vice presidents: Amy Burns (ACB Services); Joe Gallo (Penthouse Media Group, Inc.); John Kalinowski (InterMedia Outdoors); Justine Kawas (Universal News); Gary Michelson (Circulation Specialists); Ron Murray (National Publisher Services) and Dick Terlaak Poot (Rodale, Inc.). John Kalinowski additionally serves as PBAA Treasurer.

This action by the Board appoints officers who are the day-to-day governing structure at PBAA. Portfolios have been established by the Board to represent various areas of concern to the single copy industry, and each Portfolio will have a Board member responsible for guidance to the Officer responsible for that Portfolio. Additional members will be recruited to serve with the respective Board Member/Officer to develop and implement goals in the area of interest. Current Portfolios include: Wholesale, Retail, New Retail Acquisition, Data and Information Management, Specialty, Membership/Recruitment, Meetings/Convention, and Financial.

These appointments provide a structure to facilitate expanding the number of people active in the organization, while continuing to retain the core mission of PBAA to be "*The Voice of the Newsstand Industry.*"

PBAA Board members are: Will Michalopoulos (Hachette Filipacchi Media) Chairman, Richard Alleger (Rodale Inc.), Irwin Billman (Billman Media/MCC), Mike McCarthy (DSI), Mary McEvoy (MCMcEvoy & Assoc.), and Marcia Orovitz (Active Interest Media).

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

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