



news release

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FOR IMMEDIATE RELEASE

11 Board members elected at BPA's annual meeting

Shelton, CT June 28, 2011 – BPA Worldwide's membership elected three new Board Directors and re-elected eight existing Directors during its May meeting. Each board member will serve a three-year term.

The newly elected BPA Board Directors include:

BRAND

BUSINESS

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John Cobb (publisher representative) is the Chief Executive Officer of Publishing Group of America.

As a 20-year-plus Senior-level media/internet executive, Cobb has led and developed large scale multi-media properties for Petersen Publishing, EMAP, PRIMEDIA, Source Interlink Media and Publishing Group of America. He has consistently delivered top-line revenue growth for \$50- to \$100-million dollar business units and has extensive experience creating new and revitalizing existing brands.

Cobb has successfully launched new business divisions as brand extensions of print titles consisting of online, licensing, events and TV and radio.

Prior to joining PGoA, Cobb was the Senior Vice President, Digital for Source Interlink Media consisting of 100+ web properties in the Automotive, Motorcycle, Action Sports, Marine, and Home Tech verticals. Cobb's expertise in execution management, product strategy, revenue generation, and cross-platform sales strategy contributed to record revenue, unique visitors and page view levels in calendar year 2010.

Previously, he was the Senior Vice President, Group Publisher of the Consumer Automotive and Motorcycle Groups. Cobb's role was to drive existing and new revenue streams, maintain and acquire customers, and create synergies across platforms for Motor Trend, Automobile, Truck Trend and nine Motorcycle titles/brand extensions. He was responsible for leading a team of 127 and effectively managed costs to offset cyclical advertising and circulation declines; and he contained margin decline.

In 1990, Cobb began at Petersen Publishing in New York City in sales and worked his way into Senior management as Vice President Group Publisher by 1998. He continued to be a key management member through numerous ownership structures.



Bob Melk (publisher representative) brings more than 20 years' media and technology experience to his role as Senior Vice President and Group Publisher of IDG Enterprise, publisher of CIO, Computerworld, CSO and Network World. In his current role, Melk oversees sales and marketing for the full IDG Enterprise portfolio, including the award-winning websites, magazines and executive events. He also sits on the Executive Committee for IDG Enterprise.

Prior to joining IDG Enterprise, Melk held a variety of executive management positions at several media companies including CMP Media and Miller Freeman. He joined CXO Media in 2004 as Vice President Sales & Integrated Solutions for CIO and quickly moved up through the sales organization to SVP, Group Publisher. He has led the field sales, marketing, and editorial teams for the CIO brand during its evolution to a web-centric media company. He added sales responsibilities for the Computerworld, CSO and Network World brand portfolios to his role in April 2009 when he was named Senior Vice President and Group Publisher.

Melk is a graduate of the State University of New York at Oswego with a B.A. in Broadcasting.



James A. Vick, (publisher representative) staff director/publisher, IEEE Media/IEEE Spectrum is a seasoned and respected print and on-line media publishing executive. Heavily experienced in virtually all areas of advertising and publishing, Vick joined the Institute of Electrical and Electronics Engineers (IEEE) in May 2000 to found and head its IEEE Media publishing operations. In his capacity as Staff Director of IEEE Media and Publisher of IEEE Spectrum Brand Group, he oversees the organization's flagship monthly business technology magazine, *IEEE Spectrum* and website. He is further charged with the development and expansion of the IEEE Media brand.

Prior to joining IEEE, Vick was Vice President and Publisher of *Film & Video magazine*, a Phillips Business Publishing publication. Previously, he was executive vice president, sales and marketing of Lawyers Weekly Publications, and publisher of *Industrial Equipment News*, a Thomas Publishing publication.

Vick has been a consultant to a number of on-line organizations including Poppe Tyson's poppe.com and Medscape.com. He served as Vice President Marketing/Advertising Director of Bill Communication's *Plastics Technology magazine*, and national sales manager of *Civil Engineering*, the publication of the American Society of Engineers. He also served as district manager of *Purchasing Magazine*, a Reed Business Information publication. Vick began his career at McGraw-Hill International Publications and the McGraw-Hill Publications Company.

The re-elected BPA Board Directors include:



Steve Angelevski (publisher representative) has been the Corporate Vice President, Reader Sales and Services for Sun Media Corporation since November 2007. Prior to his appointment, he was Vice President, Corporate Distribution. Prior to his Vice President Corporate Distribution, Angelevski was the Publisher of 24 Hours Toronto. He joined Sun Media Corporation in September 2003 as Vice President, Operations, 24 Hours.

Before joining Sun Media, he worked for Metroland, a division of Torstar, for four years. Steve has over 21 years of progressive newspaper and magazine experience in the Canadian market.



Ed Calfo (publisher representative) has been at Pace for 25 years and oversees the production operations for the company, as well as publications for several key customers. Calfo has extensive knowledge of all areas of publishing with particular attention to leading-edge print production technologies and efficiencies.

Prior to joining Pace, Calfo was the Vice President of Operations for trade magazine publisher Communications Today. Previously, he worked for BPA for 13 years and was their Senior Vice President and Chief Auditing Officer.



Diane Damanski (advertiser representative) is Vice President & Marketing Director for Liberty International Underwriters, a subsidiary of the Liberty Mutual Group of Insurance Companies in Boston, MA.

Prior to joining Liberty Mutual, Damanski was Global Brand Advertising Manager for EMC Corporation, and was responsible for launching the EMC brand in 15 different cultures worldwide. She initiated the first co-marketing campaign between EMC and Hewlett Packard, combining the strengths of both companies against competition in Western Europe and Asia.

In 1993 she moved from New York to work for Hill Holliday Connors Cosmopoulos in Boston. At Hill, she led the direct marketing launch for client Harvard Pilgrim Healthcare's new "First Seniority" Medicare HMO product. Damanski began her career at IBM Corporation, where she held various advertising and marketing communications positions during her ten years there. She graduated from Douglass College, Rutgers University (BA English) and the School of Visual Arts in New York City. Damanski resides in Newton Highlands, MA, with her husband, Bill Garofalo.



Taggart Henderson (publisher representative) is Co-CEO of BNP Media, a diversified b-to-b media company. He has held that position since 2001. Henderson started working for the privately held business in 1995.

BNP Media is one of the country's leading business-to-business media companies serving industry professionals across 50+ industries through magazines, custom media, newsletters, websites, conferences, events and market research. BNP is committed to helping professionals succeed in business by providing superior information.

Henderson graduated from New York University with a degree in accounting. He lives in Bloomfield Hills, MI, with his wife and 3 children.



Lisa Kirk (publisher representative) is Managing Director of Haymarket Media's Business Media division. Kirk, born in London, has built her career, spent entirely at leading British publishing company Haymarket, on fast-paced weekly publications. Within the first few years of her professional life, which began in 1987 as a media sales trainee with Haymarket Magazines Ltd. in Teddington, UK, she ascended to group ad manager of the expanded Horticulture portfolio, where she managed a multi-million dollar revenue stream. Experiencing professional markets from printing to urban town planning and marketing communications, Kirk was promoted to publishing director in 1997 and appointed to the board of Haymarket Marketing Publications the same year.

In 2001, Kirk was tapped to move to New York as part of the senior team to launch a wholly owned subsidiary, Haymarket Media, Inc. Within two years, she assumed the managing director role she still holds today and in 2008 was appointed to the main board of the Haymarket Media Group.



Sandy Macleod (publisher representative) is Vice President of Consumer Marketing and Strategy at the Toronto Star. Before joining the Star, he worked for many of Canada's largest publishers, including Thomson, Southam, Sun Media and Torstar.

At the Toronto Star, Macleod has held senior positions in Circulation, Human Resources, Production and, most recently, Strategy and Marketing. Macleod holds a Certificate in Management from the Canadian Institute of Management and an MBA from Queens University. He is active in a number of industry associations. Currently, he is on the board of directors of NADbank, the Advertising Standards of Canada and the Canadian Circulation Audit Bureau's advisory committee. Macleod also is Vice President of INMA's North American Board of Directors.



Debbie Renner (agency representative) is Managing Partner of SSCG Media Group.

Renner joined SSCG Media Group in 1990 (when it was called the CDM Media Department) as the agency's 34th employee—when it was about 2% of its current size. She is proud to have helped grow the department into the largest and most productive full-service multichannel media planning/buying group in the world dedicated to healthcare. Her group specializes in the creation of integrated media plans that are grounded in the channel-neutral planning philosophy. Strategic media channels include online & SEM, print, in-office, point of care, mobile devices, conventions and outdoor, in-hospital, HCP TV, HCP radio, direct mail, and DTP.

Renner's strategic media planning and buying experience spans a wide variety of products and therapeutic classes, Rx and OTC, as well as diagnostic tools and healthcare websites. Her product experience includes world-class brands, large and small, spanning almost every therapeutic category and specialty.

She has remained active in the pharmaceutical industry throughout her career. Renner has chaired an industry fundraising event for Operation Smile, served four terms on the executive board of the Association of Healthcare Media Directors; has served on the advisory board for Epocrates, Nielson Perq/HCI and Mars Medical. Debbie currently serves on the Board of Directors of BPA. She received her BA in communications and psychology from Villanova University.



Rick Segal (agency representative) is the Worldwide President & Chief Practice Officer of gyro (formerly GyroHSR).

The fact that Segal never takes the easy route has helped gyro become one of the leading B-to-B marketing communications firms. It has also been named "Agency of the Year" a total of 22 times in 16 years by *Advertising Age's Business Marketing*, *BtoB magazine* and, most recently, the Business Marketing Association.

Segal has been regularly named to *BtoB Forbes ASAP magazine's "Who's Who"* list and was featured as one of 53 "Seers and Sages of the Techno-Future" in *Forbes ASAP* magazine. He was an Ernst & Young Entrepreneur of the Year finalist, and his comments have appeared in business, technology and marketing publications including *Forbes*, *The New York Times*, *BusinessWeek*, *Newsweek* and *The Boston Globe*. He currently serves as a member of the National Board of Directors of the American Advertising Federation, a member of the Executive Committee of the Advertising Hall of Fame, a member of the Advisory Board of the Institute for the Study of Business Markets (ISBM) and serves as a member of the Corporate Advisors Board of the Kelley School of Business, Indiana University.

Segal serves as strategy advisor to the agency's clients and often sets the course for major integrated marketing communications plans. He's a voracious speed-reader of over 4,600 words per minute, who consumes six newspapers a day and volumes of business and trade literature.

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About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. Worldwide, BPA audits 2,700+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 50 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.