

Staff Credentials

A STAFF OF EXPERIENCED AND SEASONED INDUSTRY PROFESSIONALS



PAUL HENNESSY

*Publisher & President
Hennessy Communications*

With over 25 years of experience with industry magazines, including more than 12 years as Associate Publisher of *Potentials* magazine, Paul is well known throughout the industry. He has been active with industry organizations, and is a charter member of the Incentive Marketing Association (IMA). He has conducted annual New Entrant Seminars at the Incentive Manufacturers & Representatives Alliance (IMRA) Conference, and has been a guest speaker at industry events and manufacturer national sales meetings.



CHRIS BELBIN

*Vice President, Hennessy Communications
President, CAB Communications, Inc.*

Chris Belbin is Vice President of Hennessy Communications and President of CAB Communications, a successful independent publishing company, publishing *Recreation Management* magazine and ancillary products. Chris has many years of experience publishing a successful magazine, with specific experience in the premium incentive market. He will collaborate on the publication of *Premium Incentive Products*.



EMILY TIPPING

Editorial Director
Emily Tipping is Editorial Director of *Premium Incentive Products*, as well as *Recreation Management*. Emily has more than a decade of writing and editing experience in business-to-business publishing. Prior to joining the *Recreation Management* team, Emily was Managing Editor for Mediatec Publishing Inc., where she was part of the team that launched *Talent Management* magazine and *Chief Learning Officer* magazine, which was named Best New Publication of 2002 by the American Society of Business Publication Editors. Emily also provides consultation and writing services to several HR management companies.



WILLIAM FLANAGAN

Contributing Editor
William Flanagan has 15 years of experience as a writer, analyst and editor in business publishing. Most recently, he was Editor in Chief of *Potentials* magazine and *Incentive* magazine, where he was responsible for the overall editorial direction of both publications that cover the corporate incentive and motivation market. William also has worked as an editor and writer for *Computer Shopper* magazine, *Mobile Computing & Communications* and *PC Magazine*.



CATHERINE EBERLEIN PFISTER

Contributing Editor
Catherine is a veteran business publishing writer and editor, and marketing communications professional. Her 30-plus years of experience include more than eight years as Editor in Chief of *Potentials in Marketing* magazine. In the late '80s and early '90s, her editorial team produced the magazine's highly respected industry and product coverage, originated the Gold Star product showcase and ushered in the premium incentive industry's extensive High Performance Marketing educational conferences. Catherine and her husband Bill founded Lighthouse Marketing Group Inc. in 1997 and are currently celebrating the company's 10th anniversary.



DAVE ADRIAN

Regional Manager
With over 25 years of experience in the premium incentive industry, Dave Adrian is the former Western Regional Manager for *Potentials*. He was involved in the promotional advertising specialty market for six years and was a regional manager for a leading advertising specialty magazine.



TONY FICKE

Creative Director
Tony Ficke is Creative Director of *Premium Incentive Products*, as well as *Recreation Management* magazine. He has over 20 years of publishing experience, which includes the redesign of more than 15 magazines and the initial design and launch of five startup magazines. He has won over 60 awards for his design work, including five Ozzie/Folio gold awards, nine American Society of Business Press Editors awards and eight Peter Lisagor awards for outstanding design in journalism.