



**Bill Brohaugh**  
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As managing editor, Bill Brohaugh is responsible for the day-to-day management and editorial for the **COLLOQUY** magazine and [colloquy.com](http://colloquy.com), the most comprehensive loyalty marketing web site in the world. In addition to writing many of the feature articles, Bill develops the editorial calendar, hires and manages outside writers and researchers and oversees print and online production.

He also contributes to COLLOQUY's weekly email Market Alert and the **COLLOQUYTalk** series of white papers. A seasoned writer and editor, Bill has published numerous works including two recent non-fiction books: *The Grill of Victory* and *Unfortunate English*. He spent eight years as the editor of *Writer's Digest* authoring several publications on the art of writing: *Write Tight*, *Professional Etiquette for Writers*, and *English Through the Ages*. Bill was the editor of *Just Open a Vein* (a collection of essays about writing) and has been extensively published in periodicals including *Popular Computing*, *Success* and *Cincinnati* magazine. Additionally, Bill has lectured and presented writer's workshops at universities and writer's conferences throughout the US.

Bill received his Bachelor of Arts Degree at the University of Wisconsin-Madison, School of Journalism.

**COLLOQUY** comprises a collection of publishing, education and research resources devoted to the global loyalty-marketing industry. **COLLOQUY®** has served the loyalty-marketing industry since 1990 with over 32,000 global subscribers to its magazine and [www.colloquy.com](http://www.colloquy.com) is the most comprehensive loyalty web site in the world. COLLOQUY's research division develops consumer and B-to-B research studies and white papers including industry-specific reports, sizing studies and insights into the drivers of consumer behavior. COLLOQUY also provides educational services through workshops, webinars and speeches at events throughout the world and is the official loyalty-marketing partner of both the Direct Marketing Association and the Canadian Marketing Association. COLLOQUY also operates The COLLOQUY Network, a global consortium of practitioners certified in COLLOQUY's proprietary methodology. **COLLOQUY** magazine subscriptions are available at no cost to qualified persons at [www.colloquy.com](http://www.colloquy.com) or by calling 513.248.9184.



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