



FOR IMMEDIATE RELEASE

**Contact:**

Tim Sansbury [tim@jzmcbride.com](mailto:tim@jzmcbride.com) 513.231.5115 or

Will Sikes [will@jzmcbride.com](mailto:will@jzmcbride.com) 513.231.5115

**COLLOQUY Creates Editorial Advisory Board to Guide Loyalty Marketing Magazine Content and Research Endeavors**

**Board Composed of Six Distinguished Industry Influencers, Four COLLOQUY Thought Leaders**

CINCINNATI (September 17, 2009) - COLLOQUY, a leading provider of loyalty marketing publishing, research and education, today announced the formation of an Editorial Advisory Board (EAB) charged with shaping how COLLOQUY's content and research evolve to continue to serve the Loyalty and Customer Relationship Management industry. COLLOQUY is a LoyaltyOne company.

COLLOQUY's inaugural EAB is composed of the following group of elite loyalty marketing experts:

- Randy Peterson, Chairman and President, *Inside Flyer* Magazine, Colorado Springs
- Kyle Murray, Director of the School of Retailing and Associate Professor of Marketing, University of Alberta
- Mark Vandenbosch, Professor of Marketing, Richard Ivey School of Business, University of Western Ontario, London, Ontario
- Aubyn Thomas, Author, Speaker and Former Senior Vice President Marketing Services and Multicultural Corporate Marketing, Macy's, Mason, Ohio
- Garret Ippolito, Vice President Global Key Accounts, MasterCard Worldwide, San Francisco
- Tom Collinger, Chairman, Integrated Marketing Communications Department, Associate Dean, Medill School at Northwestern University, Evanston, Illinois
- Bryan Pearson, President, LoyaltyOne, and COLLOQUY Contributing Editor, Toronto, Ontario
- Stephanie Coyles, Chief Strategy Officer, LoyaltyOne, and COLLOQUY Contributing Editor, Toronto, Ontario
- Kelly Hlavinka, COLLOQUY Partner, Warrenton, Virginia



AllianceData.

LoyaltyOne

1000 Summit Drive, Suite 200  
Milford, Ohio 45150  
513 248-9184

[colloquy.com](http://colloquy.com)  
[loyalty.com](http://loyalty.com)

- Rick Ferguson, COLLOQUY Editorial Director, Blue Ash, Ohio.

“We are honored that this group of prestigious advisors has agreed to participate on our Editorial Advisory Board,” said COLLOQUY Partner Kelly Hlavinka. “COLLOQUY will benefit greatly from the specific expertise, spanning the business world and academia, that each member brings. Additionally, we hope these members will learn from one another and share the sense of achievement we feel in making COLLOQUY an indispensable resource for executives who are considering launching or evolving a loyalty strategy,” she said.

“The audience we’ve developed over nearly twenty years expects us to set a high standard,” said COLLOQUY Editorial Director Rick Ferguson. “We’re confident this astute assembly will enable us to take our content and coverage to the next level and identify new products and services that the industry demands.”

The mission of the COLLOQUY EAB is to bring suggested editorial, research and event topics to the table and serve as a sounding board for COLLOQUY’s editorial strategy in order to maximize COLLOQUY’s value as a resource for loyalty marketing executives.

The first meeting of the COLLOQUY EAB takes place September 15 in Phoenix. The meeting coincides with the 7<sup>th</sup> Annual COLLOQUY Loyalty Marketing Summit, themed “Create Champion Customers.”

About the COLLOQUY EAB Members:

**Randy Peterson, Chairman, Inside Flyer Magazine**

A former menswear retail executive, Peterson spent much of his time flying and keeping accurate records of his mileage awards. Everyone came to him for advice on their frequent traveler programs, including people he had never met. Randy started his own newsletter and the business has grown ever since. In fact, it now consists of 12 separate business dealing with frequent travel programs.

**Kyle Murray, Director of the School of Retailing, University of Alberta**

Murray’s research focuses on consumer judgment and decision making, with an emphasis on how consumers make choices in electronic environments. His work has been published in industry and scholarly journals, newspaper articles and book chapters.

**Mark Vandenbosch, Professor of Marketing, Ivey School of Business**

Vandenbosch’s research interests center around competitive strategy, product management and marketing research. His work has appeared in industry and scholarly journals and he has authored numerous cases on issues concerned with competitive analysis, strategy market planning, advanced technology marketing and business-to-business marketing.



**Aubyn Thomas, Author, Speaker and Former Senior Vice President Marketing Services and Multicultural Corporate Marketing, Macy's**

Aubyn Thomas is an accomplished author, speaker, and senior executive. Thomas has over 20 years of experience working for brands such as Macy's, Bank of America, Eastman Kodak, and Harrah's Entertainment. She has built her expertise through the study and understanding of customer intimacy, brand dynamics and basic business practices that shape productive outcomes and move companies forward. Thomas has a B.A. in applied mathematics from Spelman College, a B.S. in electrical engineering from The Georgia Institute of Technology, and an MBA from Clark Atlanta University. Thomas has received many noted awards and recognitions including the Most Influential Leader by Diversity, Inc. and Princeton Publishing's Strathmore Elite for outstanding business achievements in 2008.

**Garret Ippolito, Vice President, Global Key Accounts, MasterCard Worldwide**

Ippolito has 18 years of experience as a marketing executive, launching, building, and reinvigorating brands with some of the world's most iconic companies including Walt Disney, Visa, and Canadian Tire. Garret's contributions in loyalty marketing and innovative technologies are focused on finding new ways for global credit card issuers to grow their product and service offerings.

**Tom Collinger, Chair, Integrated Marketing Communications Dept., Medill School at Northwestern University**

Collinger is a widely recognized expert in the areas of integrated marketing communications; direct database and e-commerce marketing management; customer loyalty; customer relationship management and channel integration.

**Bryan Pearson, President, LoyaltyOne**

Pearson is a highly regarded expert on enterprise loyalty, retail marketing, coalition marketing and customer relationship management. He is a frequent speaker at industry events around the globe and his views are widely quoted in national and international publications.

**Stephanie Coyles, Chief Strategy Officer, LoyaltyOne**

Coyles is responsible for enterprise development strategy, product innovation and acquisitions, as well as the introduction of new capabilities across LoyaltyOne. She also champions thought leadership throughout the organization as head of the Knowledge Office.

**Kelly Hlavinka, Partner, COLLOQUY**

Hlavinka directs all publishing, education and research projects at COLLOQUY, where she draws on her broad experience as a loyalty strategy practitioner in developing articles, white papers and educational initiatives. She is an acknowledged expert in the theory and practice of loyalty marketing.



# COLLOQUY<sup>®</sup>

## **Rick Ferguson, Editorial Director, COLLOQUY**

Ferguson is responsible for all COLLOQUY print and online publishing, educational and research projects. Under his direction, the COLLOQUY magazine and web site provide a worldwide audience of 32,000+ subscribers with news, expert commentary, program summaries and research on all facets of loyalty marketing around the globe.

## **About COLLOQUY**

COLLOQUY\* comprises a collection of publishing, education and research resources devoted to the global loyalty-marketing industry. Owned by LoyaltyOne, COLLOQUY has served the loyalty-marketing industry since 1990 with over 30,000 global subscribers to its magazine and [www.colloquy.com](http://www.colloquy.com) the most comprehensive loyalty web site in the world. COLLOQUY's research division develops 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 and a content provider to the American Marketing Association. COLLOQUY also operates the COLLOQUY Network, a global consortium of practitioners. 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



AllianceData.

LoyaltyOne

1000 Summit Drive, Suite 200  
Milford, Ohio 45150  
513 248-9184

[colloquy.com](http://colloquy.com)  
[loyalty.com](http://loyalty.com)