

# COLLOQUY®

The Voice of the Loyalty Marketing Industry Since 1990

## FOR IMMEDIATE RELEASE

Jill Z. McBride, Public Relations, 513-231-5115 [jill.mcbride@colloquy.com](mailto:jill.mcbride@colloquy.com)

### **COLLOQUY Announces Staff Additions to Support Growing Loyalty Marketing Consulting, Publishing, Research & Education Practice**

(November 30, 2006 -- Cincinnati, OH) Loyalty marketing publisher and consultancy **COLLOQUY®** recently expanded its staff to support its growing roster of consulting, publishing, educational and research projects. Since its inception in 1990 the COLLOQUY brand has grown to include the most comprehensive loyalty marketing web site in the world as well as a quarterly magazine with 25,000 subscribers representing more than 100 countries.

In 1998 COLLOQUY added a stand-alone consulting practice separate from the publishing group. "When we formed our consulting practice, our goal was to take the advice from the magazine down to the individual company level making it relevant and real for each client" noted COLLOQUY Director Kelly Hlavinka. "The three new additions to our consulting team each add their own unique combination of practical experience and creative thinking."

**Tom Buecking, Consulting Program Manager** brings more than two decades of experience developing strategies and programs that change customer behavior for consumer and business-to-business clients. His expertise encompasses all facets of loyalty, direct, interactive and promotional marketing as well as strategic planning, partnership development and customer analytics.

Tom is the former president of Kobie Marketing (Florida) where he lead, trained and managed the loyalty, information technology and interactive marketing efforts for clients including AAA South, Lucas Films, MBNA and Darden restaurants. He also held executive management positions with MacLaren McCann Relationship Marketing (Toronto), and Rapp Collins Worldwide (Brazil and Ontario). Prior to joining COLLOQUY, Tom operated D.M. 1 Group, an independent marketing and relationship management consultancy.

**Julie Murphy, Consulting Program Manager** joins COLLOQUY with over 15 years of broad-based direct and mass marketing experience in the retail and entertainment industries. She was formerly the Director of CRM and Partnership Marketing for Blockbuster Canada while her retail marketing experience includes stints with Paramount Canada's Wonderland, Harlequin Books and time spent running the catalogue division for Transcontinental Publishing. She also garnered agency experience with McClaren McCann and G/Comm Marketing where she managed relationship marketing and CRM programs for clients including Pizza Hut, Royal Bank of Canada, UPS, H&R Block and Rogers Cable & Wireless.

**Colleen Ryan, Consulting Program Specialist** provides strategic consulting services to help companies develop actionable marketing strategies that improve customer yield and corporate profits. She previously served as a Customer Loyalty Manager for Best Buy Stores, Inc. oversaw the marketing budget for the highly successful Reward Zone loyalty program. Colleen also held several relationship marketing roles for the Carlson Marketing Group including a senior account executive on the Sprint and Bristol Myers Squibb accounts, the new business development manager of Europe based in Amsterdam and the Account Manager of Belgacom Mobile in Belgium.

COLLOQUY Editorial Director Rick Ferguson also recently added two new members to his editorial team, including:

**Bill Brohaugh, Managing Editor** is responsible for the day-to-day management and editorial for the COLLOQUY magazine and colloquy.com, the most comprehensive loyalty marketing web site in the world. 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. Additionally, Bill has lectured and presented writer's workshops at universities and writer's conferences throughout the US.

**Joan Deno, Research Analyst** oversees all primary and secondary research projects to support COLLOQUY's publishing efforts and client consulting engagements. Her responsibilities include managing the comprehensive COLLOQUY research library as well as coordinating the logistics for COLLOQUY educational events including workshops, webinars and the annual Loyalty Marketing Summit.

Additionally, Joan oversees The COLLOQUY Network, a global partnership of independent loyalty consultants and practitioners that leverage COLLOQUY's unique brand recognition and resources and are certified in COLLOQUY's consulting methodology.

**About COLLOQUY:**

COLLOQUY comprises a collection of resources devoted to the global loyalty-marketing industry. The flagship resources are COLLOQUY Consulting, a loyalty consulting practice, COLLOQUY®, a magazine serving the loyalty-marketing industry since 1990, COLLOQUY.COM the most comprehensive loyalty web site in the world, COLLOQUY's Research and Education divisions. Together they provide a worldwide audience of 25,000+ marketers with consulting, news, editorial, educational and research services across all industries and around the globe. 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.