

Candidates for the 2007-2009 Board of Directors



James Baran
Design & Production Manager
Food Technology
Institute of Food Technologists
Chicago, IL

The Institute of Food Technologists is a nonprofit international professional individual membership society for food scientists and technologists. IFT serves over 22,000 professionals in the food industry, academia, and regulatory affairs, has an annual operations budget over \$15 million, and hosts one of the largest food shows in the world each year, the IFT Annual Meeting & Food Expo.

Biography

James Baran is Design & Production Manager at the Institute of Food Technologists. As an active member of SNAP, Baran has served on the 2007 SNAP Publications Management Conference Planning Committee and as an EXCEL Award Judge. Baran is also active with the Association of Publication Designers and contributes to the dialog of publishing professionals through Folio:Show.

His twenty years in business includes creative and content experience in advertising and public relations, marketing, as well as work encompassing all phases of the editorial process. Prior to joining IFT, he held the position of Production Editor/Art Director at the Defense Research Institute, and was principal and Creative Director at Publishing Solutions Group. For more than 14 years Baran has worked in associations, where he has led creative and production operations producing magazines, scientific journals, newsletters, annual reports, meeting programs, show dailies, and membership directories.

Personal Statement

I have been involved in all areas of association publishing, and in positions where my ideas, vision and decisions were considered a critical part of the association's communications strategy. I see the entire publishing component of an association as central to its success, because publications are where an organization effectively conducts its dialog. Publications are many things: simple communication tools, venues for displaying success stories and releasing important information, official records of organizational views or policies, but they are also marketing tools that can help expand audiences, reach new readers and potential members, and position an organization as the authority and voice for an industry.

I believe that well-planned, well-edited, well-designed, and well-constructed publications are a sign of quality, expertise, and high standards for any organization. I am an advocate for the continued recognition of publications as an organization's primary vehicle for information delivery and member/audience engagement.



Allan Casalou
California Freemason
Executive Director/Editor in Chief
Masons of California
San Francisco, CA

Freemasonry is the world's first and largest fraternal organization. It is based on the belief that each person can make a positive difference in the world. The Grand Lodge of California has over 70,000 members and about 350 Masonic lodges throughout the state. The mission of Freemasonry in California is to improve the quality of life of their members by working with them to lead by example, give back to their communities, and support the numerous Masonic philanthropies around the world.

Giving 1 million dollars a week to philanthropic programs, Masons in California invest in children, our neighborhoods, and our future.

Biography

Allan Casalou's career includes 19 years of progressively responsible leadership in non-profit management of charities and membership organizations. Focused on board governance, Casalou has 16 years of continuous non-profit board service as a volunteer director and professional corporate officer. Casalou has a passion for publishing and has led publishing efforts in membership organizations for 12 years. After serving as managing editor for a number of years, Casalou is now the Editor of the California Freemason magazine, which is published quarterly to more than 85,000 readers. The Magazine has won several SNAP Excel Awards.

Currently, Casalou is the Executive Director of the Masons of California, an association of 350 Masonic lodges and 70,000 members. Casalou has served as an EXCEL Award Judge Served since 2004. In addition to his SNAP membership, Casalou is a member of the Alliance for Nonprofit Management and ASAE & The Center for Association Leadership.

Personal Statement

I am a communicator. Whether in print or online, I have a passion for interacting with people. Whatever success I have attained in my personal or professional life is a direct representation of what I have learned about communication. Being a part of SNAP over the years has advanced my own skills and taken our organization to a new standard. I enjoy the interaction with other people in the industry – I love to learn from them and admire their work, their creativity, and their passion. If my experience, enthusiasm, and dedication to publishing can be of a benefit to SNAP or the publishing industry, I want to share it.



Donn Greenberg
Publisher, *Project Management Journal* and
Manager, Publications *PM Network* magazine
Project Management Institute
Newtown Square, PA

Project Management Institute (PMI), the world's leading not-for-profit association for the project management profession has more than 238,000 members representing 125 countries and a staff of 200.

Biography

Donn Greenberg is publisher, *Project Management Journal* at the Project Management Institute (PMI) in Newtown Square, Pennsylvania. He also holds the title of manager, publications responsible for all production of PMI periodicals and books including translations and electronic publications. Greenberg joined PMI in 2005. PMI, the world's leading not-for-profit association for the project management profession dedicated to advancing project management publishes *PM Network* magazine, *PMI Today* newsletter and *Project Management Journal* (membership/circulation 238,000). Prior to joining PMI, Greenberg was director of purchasing at Wolters Kluwer Health, a leading health science publisher and held printing and procurement management positions in government and private sector.

Greenberg is a co-presenter at the 2007 SNAP Publications Management conference in Washington DC and Chicago IL. PMI is a past SNAP Gold EXCEL award winner for Leadership in Project Management Annual and a Bronze EXCEL award winner for *PM Network* magazine.

Personal Statement

I have more than 25 years experience in publishing, printing and procurement and have managed a commercial printing company for 17 years. I went from being the vendor to becoming the customer where I was responsible for the procurement of more than \$38 million in publishing, printing and related services including postage and mailings. I have the knowledge and background to understand both sides of publishing and am confident that I can be an asset to the members and board of SNAP. I know what it takes to be a "volunteer" and a "leader" in a member organization. I am a past volunteer to the Eastern Pennsylvania Chapter of the Arthritis Foundation and the United States Tennis Association (USTA). If nominated to the board I look forward to giving back to the profession and serving the members of SNAP.



Lisa M. Keefe
Editor
Marketing News
American Marketing Association
Chicago, IL

Marketing News is the flagship magazine of the American Marketing Association, a 32,000-member, international organization with \$12 million in annual revenues and 75 employees.

Biography

Lisa M. Keefe has been Editor of *Marketing News* since October 1997. Since taking the reins at *MN*, the publication and its staff have been honored with 13 writing and design awards (so far) from SNAP and other organizations. Also, Keefe led the *MN* team through one redesign and repositioning shortly after arriving at the AMA, and now is in the midst of doing it again.

Before joining the AMA, Keefe worked 10 years for *Crain's Chicago Business*--a Chicago-based business weekly and one of the most honored publications of its kind in the country—as both a reporter and an editor. Prior to that, Keefe served as a newspaper business reporter and as a business magazine reporter and fact-checker.

Keefe has served on the SNAP Board of Directors since 2003. She is a frequent speaker at publishing industry conferences and has authored a number of articles on the art and science of journalism.

Personal Statement

As long as I have served SNAP as a member of the board, I still feel there is so much more I'd love to have the chance to accomplish if the membership sees fit to re-elect me. A comprehensive marketing plan is coming together, along with a growing database of information on members and their preferences, and what they need from an organization such as ours. Meanwhile, the fresh perspectives and ideas of newly elected board members can be augmented by the experience of directors who have been around. The challenges of helping to steer an organization such as SNAP closely mirrors those I face at *Marketing News* every day --- that of working to benefit diverse constituencies through various media, helping them to do their jobs better every day. I would be honored to continue to do that work for SNAP.



Apryl Motley, CAE
Managing Editor
Community Banker
America's Community Bankers
Washington, DC

Headquartered in Washington, DC with a staff of 80 and an annual budget of \$30 million, America's Community Bankers is the national trade association committed to shaping the future of banking by being the innovative industry leader strengthening the competitive position of community banks.

Biography

Apryl Motley, CAE, is Managing Editor for *Community Banker*, the monthly magazine of America's Community Bankers. Prior to that, she the Managing Editor for *Associations Now*, the monthly magazine of the ASAE& The Center. In a previous position, she served as Associate Publisher for the Government Contracting Institute, where she planned conferences and developed publications/services for federal contractors. She was also the Program Manager for the Institute for Organization Management at the U.S. Chamber of Commerce. In other positions at the Chamber, Motley managed small business memberships and also, served as the editor and author of a variety of publications. Before joining the Chamber's staff, she spent almost three years at the American Geophysical Union where she served as Associate Managing Editor for print and electronic scientific journals. Motley began her career in publishing and project management at Black Classic Press, a small book publisher in Baltimore.

Motley has presented at numerous conferences and seminars in her community in the hopes of educating writers about the publishing process and the role it plays in our society. She has taught English Composition at Howard Community College and currently works there part-time as a writing tutor.

Currently, Motley serves on SNAP's 2007 Annual Publications Conference Planning Committee. She has attended several SNAP conferences and Lunch & Learn seminars, participated in the EXCEL Awards Program and completed surveys for SNAP's research projects.

Motley completed my undergraduate studies at the College of William and Mary and then earned a Master of Arts degree from Howard University. She lives in Columbia, MD.

Personal Statement:

My life philosophy: Opportunity, you miss 100 percent of the shots that you don't take. I've always thought of myself as a frequent—albeit cautious—shot taker, who seizes opportunities to make contributions to my community and my profession. Serving on SNAP's Board is one such opportunity. I have managed publications for a variety of organizations, including a scientific society, a book publisher, and now a trade association. I have also worked in operations, membership, and meetings. All of these experiences have given me a unique perspective on the challenges facing association publication professionals and their organizations and will make me an asset to the board. Thank you for the opportunity to be considered.



Gary Rubin
Chief Publishing and E-Media Officer
Society for Human Resource Management
Alexandria, VA

The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management. Representing more than 210,000 individual members, the Society's mission is to serve the needs of HR professionals by providing the most essential and comprehensive resources available.

Biography

As Chief Publishing and E-Media Officer for The Society for Human Resource Management, Rubin is responsible for SHRM's flagship publication, *HR Magazine* (circulation 200,000+), as well as its other award-winning products such as, *Staffing Management and SHRM Online*; the leading website for HR business information; SHRM's book publishing operations, SHRM's retail book and logo goods sales and other ancillary businesses generating over \$26M in revenue.

Rubin has more than 21 years of experience in publishing and new media management. Most recently, Rubin served as the founding Vice President and General Manager for the Magazine, Newsletter and Catalog Division at NewsStand Inc., where he pioneered the publishing industries first digital magazine reproduction standards and the industries first digital publishing agreement with the *Harvard Business Review* and *The New York Times*. Prior to NewsStand, Rubin served in a number of leadership positions at Cahners Publishing and Crain Communications, contributing to weekly news publications including *Advertising Age*, *Creativity*, *Broadcasting & Cable Magazine*, *Broadcasting Abroad* and *Electronic Media*, and *Electronic Media International*.

Rubin was recently named as one of the top 40 publishing executives in America by Folio Magazine, is a founding board member of the Academy of Interactive Arts and Sciences, an Emmy Awards voting member for the Academy of Television Arts and Sciences, former Chairman of the ABM's HR Committee, serves on the Advisory Board for Boys Life Publishing, and was a member of the Department of Homeland Security's "Ready for Work" committee. Rubin has served on SNAP's Board of Directors since 2003.

Personal Statement

For over 20 years I have considered myself fortunate to make my living in a profession as satisfying as publishing. I feel strongly that is important to give back to the industry I love and to contribute to the success of the next generation of publishers. SNAP is a special organization, as it tangibly contributes to the capabilities and professional growth of its members. I look forward to serving the profession of association publishing, as well as supporting my SNAP member colleagues who, like me, spend our days contributing to the success of the members of our respective associations through our magazines, websites and related properties.



Ballot
2007-2009 Board of Directors

New Board Candidates: Please vote for no more than FIVE.

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Marketing News
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Allan Casalou
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Masons of California
San Francisco, CA

Apryl Motley, CAE
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Donn Greenberg
Publisher, *Project Management Journal*
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magazine
Project Management Institute
Newtown Square, PA

Gary Rubin
Chief Publishing and E-Media Officer
Society for Human Resource
Management
Alexandria, VA

Write In Candidate (please include association affiliation):

Write In Candidate (please include association affiliation):

Signature: _____ Date: _____

Please print your name: _____

Please print your affiliation: _____

Deadline: May 18, 2007

Please return the completed and signed ballot via fax (703-506-3266) or mail to: SNAP, Nominations Chair, 8405 Greensboro Drive, Suite 800, McLean, VA 22102.