

### BUSINESS & SALES

#### ROBIN ASHTON

Founding partner Robin Ashton, president and publisher, runs the business side and ultimately oversees the whole operation. A true industry veteran, he's covered foodservice since 1978, and E&S exclusively since 1982, as an editor and publisher at several magazines. For a long-range, informed perspective, chances are good he's got what you need.



#### RICH CHRAMPANIS

As v.p. and national sales manager, Rich Chrampanis runs our sales side and handles the Eastern and Southern regions. A founding partner, he's an ad-sales veteran of more than 30 years, including more than 20 with foodservice E&S clients. Rich is known for his wit, humor and attentiveness, and he'll be glad to sit down, listen to your priorities, and help you sort through your options.

#### PAT ELLIOTT

Our regional sales manager for the Midwest and far West, Pat Elliott started selling ads to foodservice clients in 1985 and has served E&S clients ever since at several magazines. Fortunately for us, she left a chef-oriented food magazine in '97 to join *FER*. An enthusiastic diner, she says the only thing she misses about food publishing is the invitations to restaurant openings.



#### CHRISTINE PALMER

Christine Palmer, our first employee hire in 1996, crosses just about all functions: She's ad and editorial production, Web and directory facilitator, event coordinator and more. With a systematic approach that comes from being a Purdue-trained engineer, she's helped create the Buyers Guide, Services Guide, Web site, and the *FER Fortnightly* newsletter.

### CUSTOM PUBLISHING

#### BETH LORENZINI

Beth Lorenzini already had logged 10 years as an editor covering E&S and noncommercial foodservice, and another three running custom publishing for Reed Elsevier's food and lodging titles, when she came aboard 11 years ago to launch our Custom Publishing division. Since then, she's served such clients as NAFEM, NRA, NRAEF and many foodservice suppliers, creating products ranging from custom inserts and catalogs to educational materials and association magazines.



### CONTENT/EDITORIAL

#### BRIAN WARD

Brian Ward, co-founder and chief editor/associate publisher, first brought his "gearhead" enthusiasm for machinery and conversational writing style to E&S readers 23 years ago. Today, he's largely focused on content strategy, collateral marketing materials as well as MUFES content development and *FER Fortnightly*. He serves on the NAFEM Technical Liaison Committee and has been recognized for his industry contributions by Foodservice Consultants Society Int'l. and the Food Service Technology Center in San Ramon, Calif.



#### JENNIFER HICKS

Co-founder Jennifer Hicks, executive editor, plays a major role in all aspects of company operations, both editorial and business development, and heads up the print magazine's day-to-day editorial activities. She's covered the E&S business since 1992, so she knows her way around equipment as well as keeping us all on time and on track. She holds an M.S. degree in magazine publishing from Northwestern University's Medill School of Journalism.

#### JULIE WILHM

Julie Wilhm, principal of Wilhm Design, in Madison, Wis., has been our contracted art director from day one and has helped us win a slew of awards, including an ASBPE Regional Award for her 2004 redesign of the magazine. When she's not designing for our magazine, Web site or custom publishing projects, she serves a variety of other clients as well. In her off time, she enjoys underwater photography.



### CIRCULATION

#### STEPHANIE FISCHER

Stephanie Fischer, our contracted circulation director, brought us a wealth of circulation and database experience when she joined us in early 1997. Prior experience included stints as circulation director at Cahners Publishing Co.'s *Foodservice Equipment & Supplies*, *Restaurants & Institutions* and *Hotels* magazines, and later she'd developed, maintained and marketed databases for such companies as EDS, two Internet start-ups and, most recently, the National Park Service.