



NEWS

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Perry Ballard Named Chairperson of Editorial Committee for Small Business Association of Michigan

ST. JOSEPH, Mich. — Perry Ballard, chairman of Perry Ballard Incorporated (PBI), has been named chairperson of the Small Business Association of Michigan (SBAM) (<http://www.sbam.org/>) editorial committee for “Focus” magazine. The publication is circulated eight times per year to more than 5,000 SBAM members (businesses with 1 to 500 employees).

The 12-member editorial advisory committee is responsible for overall editorial policy and direction, and for recommending article topics based on current issues facing Michigan entrepreneurs and small businesses in the areas of: human resources, accounting and financing, sales and marketing, legal, operations, information technology, government relations and entrepreneurial development. Ballard has served on the editorial committee since its inception in 2004, has been a contributing writer to “Focus” magazine and a member of SBAM for more than 25 years.

“Ballard’s 42 years of marketing experience will provide leadership to the editorial committee and valuable insights into topics specific to the success of small business,” said Michael Rogers, vice president communications, SBAM.

PBI provides strategic marketing and communication services and is a member of the American Association of Advertising Agencies. Staff memberships include the American Marketing Association, American Advertising Federation and Society for Technical Communications. For more information, call 1-800-800-9547 or visit www.perryballard.com.

For photo, please visit: <http://www.perryballard.com/perryballard.jpg>.