

WILLIAM B. WIEMERS, Jr.
excellent health 5 feet 10

201-267-9887 36 School house Lane, Morristown, N.J
180 pounds married, 5 children

Business Experience

May 1976 to Present

Gordon Publications, Incorporated

Morristown, N.J. - Publishers of product tabloids

Position

Publisher of Heating And Plumbing Merchandiser from May 1976 through Dec. 1978. Salesman, Jan. 1979 to Present
Covering NYC south through Florida For Heating and Plumbing Merchandiser and Buyers Purchasing Digest. Reporting to
Theodore E. Gordon President as Publisher and C. William Drake Publisher, as Salesman.

HPM Background

In 1976 HPM was unaudited with 42,000 circulation and \$90,000 net revenue. As publisher, I conceived and executed a completely new circulation pattern by adapting the franchise circulation concept to heating and plumbing wholesaler market. The new HPM theme became 100% one year wholesaler-Qualified, market-oriented circulation. The first audit was in June 1977 and the second successful audit with 71,350 stable circulation in June 1978.

As publisher-circulation manager, I established a viable network of major p-h wholesales with 259 branches and warehouses, nationwide. As publisher-sales promotion manager, I conceived and wrote all collateral material. As publisher- editor, I was responsible for all editorial content for the early issues of HPM. As publisher-advertising salesman, I covered all accounts in the East-Coast, Midwest and Southwest plus working with sales representatives in the balance of the U.S. Travel time 80%.

Advertlsing Sales

Increased from \$90,000 net revenue in 1976 to a budgeted \$360,000 net revenue in 1979. Advertising space share of market up from 4% to an estimated 15% in 1979.

Problem And Solution

HPM is the smallest in both profit and advertising of all the Gordon product tabloids. Two new product tabloids (over 100,000 circ.) will be started by mid year 1979 and due to slow growth, HPM was merged with Buyers Purchasing Digest in Jan. 1979 with all sales and management eliminated.

Future

Even with higher earnings and promises of again becoming a publisher at Gordon Publications, the company is growing so fast that I feel that I will loose my identity.

1964 to 1976

MORGAN-GRAMPIAN PUBLISHING CORPORATION, New York, New York and

BUTTENHEIM PUBLISHING CORPORATION, Pitlsfield, Massachusetts , acquired in 1974 by Morgan-Grampian.

Publishers of CONTRACTOR magazine, serving the plumbing, heating, and air conditioning contractors' market, with 42,000 total circulation and net billings of over \$2,000,000. Reported to John J. Flynn, Fiyinn and Assoc., Avon CT, 203-673-0300, ex Morgan-Grampian, Buttenheim publisher and salesman. Donald V. Buttenheim, Chairman of the Board, Morgan-Grampian Pub. Co., 305 East 42nd Street, NYC 10017 212-573-8100.

District Sales Manager, CONTRACTOR, New York office, covering all of New York State, all New England, and a split territory in New York City. 1970 to May 1976.

District Sales Manager, CONTRACTOR, Chicago office, covering Illinois, Missouri, Indiana, Kansas, and Kentucky. 1964 to 1970.

Increased personally generated billings during my tenure from \$75,000 to a high of \$360,000. For a number of years my office was the magazine's largest.

Attended almost every major trade exposition and industrial meeting in the past decade. Established and maintained sound working contacts with many wholesalers-jobbers and manufacturers' reps.

Have established ongoing and profitable personal relationships with advertising and agencies in Midwest and East Coast.

1963 to 1964

THE NATIONAL LIVESTOCK PRODUCER Magazine, Chicago, Illinois, with 380,000 circulation and \$800,000 gross revenue.

ADVERTISING MANAGER. Reported to Publisher. Hired to establish a sales force, but business conditions at the time mandated a decision to continue with magazine reps.

1952 to 1963

FARM JOURNAL, INC., Philadelphia, Pennsylvania, with 3,000 000 circulation and \$14,000,000 gross revenue.

Salesman, Chicago office, 1954 to 1963; Cleveland office, 1952 to 1954. Generated over \$1,000,000 net billings, largest in the field, in 1962.

1950 TO 1952

PETERS, GRIFFIN & WOODWARD, national radio and television representatives.

Time Salesman, Chicago office.

Education

B.A Michigan State, 1950. Graduated with a triple major in Economics, History, and English Literature.

Undergraduate studies. University of Michigan.

Military Service

U.S. Army Air Force, 1943-1946. Served as Pilot and Flight Instructor

Personal Interests

Sailing and saltwater fishing. Professional breeder and national exhibitor of airedales.

References Most any major plumbing and heating advertiser and their agencies.

Relocation Open

Business Objective: Seeking a growth opportunity with resulting rewards with a major publishing house or industry.