



"Practical Problem-Solving Advice for Publishers"

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McHugh Expert Team

Our team brings more than 210 years of publishing experience; four of us have been publishing executives in nonprofit organizations. We understand the publishing business in the context of a nonprofit environment. We bring the breadth and depth of knowledge and experience to help you with every aspect of your association or society publishing program.

John B. McHugh: Leader and Project Manager

John B. "Jack" McHugh is a 40-year veteran of the publishing business. Jack has worked as an executive for Houghton Mifflin, Wadsworth, and Saint Mary's Press. Jack is also an experienced association publishing executive. For seven years, he was Publisher and Director of Programs at the American Society for Quality and for a two-year period, he served as the Interim Publisher at the Project Management Institute. He is a member of the ASAE Advisory Board for Publishing, Communications, and Media Issues and Practices.

Jack's specialties include association/nonprofit publishing, book publishing, executive recruiting, journal publishing, rights and permissions, new ventures, organizational design, and social media strategy and policy. Mc Hugh is also the manager of the LinkedIn™ group, **Association and Nonprofit Publishing**.

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LinkedIn <https://bit.ly/2JL0r06>

Richard L. Barwis, IV

Richard L. Barwis, IV, is a veteran publishing professional having served as publisher for five publications, launched new media, and re-built struggling media. In addition, he has acted as project manager for literally hundreds of media projects. Richard creates and produces print and digital media and is expert at helping organizations identify and exploit revenue opportunities. He has special in-depth experience in managing membership magazines and advertising sales for membership magazines. Richard is Founder and President of Cornerstone Media <http://www.cornerstone-media.biz/> .

David Beacom

David Beacom is a long-time publishing executive primarily in the nonprofit sector. For more than 15 years, Beacom served the National Science Teachers Association ([NSTA](#)) as Chief Content Officer (formerly Publisher) and Associate Executive Director. Previously, Beacom spent two decades with the National Geographic Society, where he was long the lead creative and editorial voice in education

Beacom has contacts and resources across the industry. A few years back, he served as (elected) President of the Association of Educational Publishers (AEP) and, in that role, was part of the leadership team that negotiated AEP's merger with the then-AAP School Division. After the merger, he served on the AAP's Learning Group Executive Council, including one year as co-chair. LinkedIn™ <https://bit.ly/2J5Umf>

Harvey Kane

Harvey Kane is a semiretired STM publishing executive, having worked for American Pharmacists Association, American Chemical Society, Springer, Academic Press, and CRC Press, now part of Taylor and Francis. Early in his career he worked for Macmillan Publishing Company and acquired college-level textbooks in various fields. Harvey has collaborated with Jack on a variety of assignments. He is a top contributor to the LinkedIn™ group ***Association and Nonprofit Publishing***.

In his career, Harvey has held these positions: Director, Book Publishing ACS; VP Publishing, American Pharmacists Association; Publisher, CRC Press; Consultant, American Home Builders Press, and Senior Editor at Humana and Springer. Harvey has published books, journals, newsletters, e-books, and a free circulation newspaper. In addition, Harvey has extensive experience in the electronic delivery of scientific information. Harvey shares his high-level experience at leading STM publishers in this paper.

Bev Kolz

Bev Kolz is a long-time production professional who has handled every aspect of book production management in four organizations. Jack and Bev met when they were colleagues at Charles E. Merrill Publishing (later Macmillan, now McGraw-Hill) where she started her career as a production editor. In subsequent years, Bev has served as a production manager, editorial executive, operations manager, and ultimately became the president of Wm. C. Brown Publishers (now McGraw-Hill). Bev co-founded Simon & Kolz Publishing and published training programs for health care professionals. Subsequently, she and her partner sold that company and signed on to consult with the purchaser to transition their programs to a digital platform for e-books and mobile apps. Bev is familiar with every intricate detail of document production from concept to final document. Bev has collaborated with Jack on a number of projects over the years.

Liz Novak

Liz Novak began her publishing career in the early 1990s at *PC Magazine*. After enjoying 17 years as a magazine editor for various technical magazines, and seeing the impact of the internet on the publishing industry, she returned to school and earned her MBA. After

graduation, her freshly minted MBA landed her a job as magazine editor for the flagship publication of the International Association of Plastics Distribution (IAPD). Six months into the job, she added Marketing Director to her title and has relished the opportunities that combining the association's publishing and marketing departments have afforded her. Contact: www.linkedin.com/in/Inovak.

Legal Advisor: Attorney David Koehser

David Koehser is a Minneapolis-based lawyer. Dave's site contains archives of back issues of his quarterly newsletter organized by the following topics: Publishing Law, Merchandise Licensing, Copyrights and Trademarks, and Theater and Performing Arts. Request a copy of Dave's informative newsletter, *Publishing and Merchandise License Law Update*. (Disclosure: Dave is Jack's copyright attorney and is recommended to Jack's clients.) www.dklex.com. Contact Information: dklaw@cognisinc.com; (612) 910-6468.