

O&E announces changes in its management lineup

The Observer & Eccentric Newspapers has reorganized its management structure in order to better serve its readers and advertising customers.

Three executives were promoted Tuesday to new senior level positions by Tom Neri, O&E general manager and publisher.

Susan Rosiek, currently Observer Publisher, has been named executive editor for all editorial functions of the O&E.

Ron Shamma, currently Eccentric Publisher, is now circulation director and is responsible for circulation sales and distribution for all O&E publications.

Todd Williams, currently classified director, is now advertising director for all local retail and classified advertising sales at the O&E.

Jonette Towar will continue as publisher of the Birmingham Eccentric.

"We are fortunate to have strong executives with the background, experience and knowledge required to lead each of these critical areas," said Neri.

"The current competitive climate and economic conditions



Susan Rosiek



Ron Shamma



Todd Williams

Chamber of Commerce board member, active in the Auburn Hills Chamber and a current class participant in the Leadership Oakland program.

His management team includes circulation managers Michele Austin and Larry Geiger.

"This new structure will give us an opportunity to better serve the readers needs, with Michele's focus for the Observer group and Larry's intention to serve our Eccentric papers," said Shamma.

"We are placing a new emphasis on growing our circulation and seeing that our readers delivery need are met every time," he added.

His management team includes circulation managers Joe Bauman and Hugh Gallagher and Koely Wyrnik, assistant managing editor/features.

Shamma, a former Eccentric Publisher, has been with the O&E for two years. He was previously a publisher of a group of weeklies in Traverse City and had extensive newspaper experience at daily newspapers in Michigan and Wisconsin. Shamma lives in Clarkston with his wife Molly. Shamma is a Troy

An Ortonville resident, Williams and his wife, Judy, are the parents of an 11-year-old son, Logan.

In his new role as advertising director, Williams will manage all classified and retail operations.

"Our new management structure will allow us to enhance service to our retail and classified customers. The O&E is a powerful advertising tool and delivers the audience that advertisers want to reach on Sunday and Thursday," said Williams who is a graduate of the American Press Institute.

His management team includes local managers Char Wilson, Jack Padley, Bill Clugston and Peg Knapal.

Williams can be reached at (734) 953-2150 or by e-mail at jwilliam@oe.homecomm.net

The Observer & Eccentric Newspapers publishes 16 newspapers on Thursdays and Sundays in Birmingham, Canton, Clarkston, Farmington, Garden City, Lake Orion, Livonia, Oxford, Plymouth, Redford, Rochester, Southfield, Troy, Waterford, West Bloomfield and Westland.

The O&E is a division of Hometown Communications Network, Inc. which is headquartered in Livonia.

require the O&E to respond to marketplace challenges with a strong and unified approach. I believe we can best serve our markets by having each major customer-oriented area of our publications — editorial, sales and circulation — led by an experienced executive dedicated to achieving excellence in that discipline," added Neri.

Rosiek is a former publisher and managing editor of the

Observer Newspapers. She has been with the company for more than 25 years and is a graduate of Michigan State University. She is vice chair of the board of directors at St. Mary Mercy Hospital in Livonia and a member of the board of the Plymouth Community Arts Council.

Rosiek and her husband, Steve Barnaby, live with their son Ian in Plymouth Township.

Observers readers can reach her at (734) 953-2100 or e-mail at srostek@oe.homecomm.net.

"I look forward to hearing from readers about issues in their hometown and what they enjoy reading in their hometown Observer," said Rosiek. "Our

core business is our local newspaper and we strive to deliver the best coverage of local news, sports and features every Thursday and Sunday."

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