



ARTHUR W. PAGE SOCIETY

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News release

Tom Nicholson Appointed Executive Director of the Arthur W. Page Society

(New York, NY - April 12, 2007) The Arthur W. Page Society today announced the appointment of Thomas P. Nicholson as executive director of the organization. Nicholson will be introduced to the membership at the 22nd Annual Spring Seminar, which is taking place today and tomorrow in New York City.

Nicholson is a seasoned communications executive with broad management experience. He was Vice President, Public Relations and Communications, for HSBC North America, one of the top ten financial services companies in the U.S. He has also served in a number of progressively responsible leadership roles for Sears Roebuck & Co. including director of public relations for all retail formats. He also has public relations agency experience with both large and small organizations, including founding the public relations practice of an Inc. 500 Fastest Growing company. The earlier years of his career include journalism work in radio, television and print media.

In addition to his communication experience, he was most recently vice president, general manager of two divisions for Avery Weigh-Tronix, LLC, one of the largest international manufacturers and sellers of industrial and retail weighing systems.

Nicholson earned a B.S. degree in journalism from Bradley University in Peoria, IL.

According to Page Society President Roger Bolton, "Tom Nicholson brings broad experience in public relations, having worked as a journalist, an agency counselor and a corporate communications executive, and he has been a successful business operating executive. His strategic insight and leadership capabilities make him the right person to help lift the Arthur W. Page Society to the next level, as we focus on advancing the management policy role of the chief public relations officer by working with other C-suite organizations."

Nicholson succeeds Paul Basista, who held the position for the past six years. "One more time," said Bolton, "I'd like to thank Paul Basista for his service over the past six years. As our first full-time executive director, Paul helped the Page Society come of age and prepared us for the bright future which is now within our grasp. We wish him all the best in the next phase of his career."

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About the Arthur W. Page Society

The Arthur W. Page Society is a professional association composed primarily of the chief communications officers of corporations with at least \$2 billion in annual revenues and the CEOs of the world's largest public relations agencies. The organization's members also include academics from the nation's leading business and communications schools.

The Page Society is dedicated to strengthening the management policy role of chief public relations officers. The Page Society is upheld by management concepts, known as the Page Principles, which have been tested for more than half a century and have earned the support and respect of chief executive officers throughout the country.

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