

## INFORMATION ABOUT

**Terry L. Pennington, CBC**

*Business, Sales, and Marketing Executive,  
Educator, Public Speaker and Guest Columnist*

Mr. Pennington has been a management, sales, and marketing and communications consultant to Business, Service, and Trade Organizations since 1970. He was a Professor in the Marketing Department of the School of Business Administration and Economics at California State University, Fullerton from 1980 through 1984. Speaking engagements have included addressing business and trade associations, Chambers of Commerce, state and local governmental agencies and committees, (in both California and Oregon) as well as fraternal orders and civic groups. He has been a Guest Columnist and authored articles in Advertising Age's *BUSINESS MARKETING*, the Business Marketing Association's *Business 2 Business Marketer*, Modern Machine Shop's *Metalworking Marketer*, Scranton Gillette Communication's *Smart Marketer* newsletter, the Hillsboro Chamber of Commerce's *Resource Guide Oregon High Technology*, the NorthClackamas Chamber of Commerce's monthly news letter *Business News*, the *Portland Business Journal*, *Government Engineering magazine* and other trade journals. His most recent articles have been published on the Business Marketing Association's website under the BtoB Marketing Articles Archive. He also authors Expert Opinion Letters on marketing matters for legal firms which have been utilized in Federal Court cases. He is currently Co-Chairman of the Publicity Committee for OCTOBERBEST 2009, the Oregon Electronics Manufacturers Association's Regional Conference and Exhibition.

### **Forty Years of Senior Sales, Marketing, Communications and Management Experience**

Terry Pennington's business background includes developing and directing over 400 Business-to-Consumer, Business-to-Business, Professional, and Retail programs for clients engaged in regional, national, international and global marketing. Terry has received numerous publishing, creative and service Acknowledgment Certificates. His programs have provided double-digit and triple-digit growth opportunities to clients throughout his career.

Mr. Pennington is CEO of Business Marketing Impact, LLC, (a business consultancy); previous positions have included Worldwide Marketing Programs Manager for FPS Computing, Inc.; Marketing Communications Program Manager of the Four Components Operations and three Special Product Units at Tektronix, Inc.; Marketing and Sales Director of Associated Oregon Industries (AOI); and Marketing Manager of Timberline Systems, Inc. Earlier he was Vice President Marketing and Communications for UIS International, Inc.; Managing Director of American Marketing Communications Technologies, Inc.; co-founder and President of Terry L. Pennington and Company, Inc. (advertising and public relations); Vice President and Account Supervisor of Mealer & Emerson, Inc. (advertising and public relations); and Controller of Chiat/Day, Inc. (advertising). In 1966 he joined McCann-Erickson, Inc. (advertising), as Financial and Administrative Manager of the Portland, Oregon office; in 1969 he was promoted and transferred to the Los Angeles, California office. Previously he was Senior Financial Clerk for SteelCase of Oregon, Inc. and Supervisor, initially, of the Transit and subsequently the Cash Departments of the Federal Reserve Bank of San Francisco, Portland, Oregon Branch, after completing the Bank's "Executive Management Training Program".

## **Professional Societies, Civic Service, Fraternal Orders and Education**

Terry served on the International Board of Directors of the Business Marketing Association (BMA) and was a Regional Vice President with responsibility for At-Large Members. Mr. Pennington is a past member of the Board of Directors of the Portland Advertising Agencies Association (PAAA), and was responsible for its Professional Development Program. Terry was also a member of the *1997/1998 and 1998/1999* Boards of Directors of the American Marketing Association's, Oregon Chapter (AMA) and was responsible for its Professional Development Seminars during that period. He functioned as Panel Moderator of a ½ Day Branding Workshop cosponsored by the AMA and Portland Advertising Federation (PAF) in May of 1998. He was a judge for the BMA's 19<sup>th</sup>, 20<sup>th</sup>, 22<sup>nd</sup>, 23<sup>rd</sup>, 24<sup>th</sup>, 25<sup>th</sup> and 27<sup>th</sup> *Annual International Pro-Comm Awards*. Terry was also on the judging panel for the *1995 Peach Awards* for the Atlanta Chapter of the BMA, and he was the Emcee at the Bakersfield Ad Club Awards in 1978. Terry Pennington received the Business Marketing Association's "Certified Business Communicator" (CBC) designation in 1997.

Terry Pennington was twice elected President (*1977-1978 and 1978-1979*), as well as Chairman of the Board of Directors (*1979-1980*), of the Western States Advertising Agencies Association (WSAAA). He was also a member of the Board of Directors of the Los Angeles Chapters of the Business/Professional Advertising Association (BPAA) and the Administrative Management Society (AMS); a cofounder of the Advertising Professionals Executives Society (APES); and a member of the Speakers Forum for the American Association of Advertising Agencies (AAAA); and he served as a member of the Business and Professional Council of KCET Public Television in Los Angeles.

Terry organized the first and only Federal Credit Union in the advertising industry in 1972 -- the WSAAA Federal Credit Union which served the 13 western states. He was also the principal organizer of the WSAAA Educational Institute at California State University, Fullerton in 1977.

Mr. Pennington is a past Vice Chairman of the City of West Linn's Planning Commission, and has been a member of the West Linn Telecommunications Advisory Board, as well as the Board of Directors of the Robinwood Neighborhood Association and was member of the League of West Linn Neighborhoods. He was also a member of WFTV Public Television's Budget Committee. Additionally he represented the Advertising Agency Industry on the California State Board of Equalization's Sales Tax Revision Committee under Commissioner Richard Nevens in 1990/1991.

The International Council of the Order of De Molay awarded Terry the Degree of Chevalier in 1962. He graduated from Lincoln High School, Portland, Oregon in 1957, and attended Portland State College and subsequently Portland State University in Portland, Oregon.

Terry is a graduate of the Navy School of Music, and received an Honorable Discharge from the United States Navy on May 12, 1964.

## **Published Biographies**

- International Society of Intellectuals, International Who's Who of Intellectuals, 1980/81 Fourth Edition
- Marquis Who's Who in the West, 1980/1981 Seventeenth Edition
- Marquis Who's Who in Finance and Industry, 1982/1983, Twenty-third Edition
- Marquis Who's Who in the World, 1982/1983, Sixth Edition