
















REUNION FRIENDLY NETWORK

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Accomplishments to Date

-  Establishment of "Reunion Friendly" SM as a TRN Service Mark, and establishment of TRN as the definitive source for reunion planners and for those seeking reunion business.
-  *In January 2008, change of company name from [The Reunion Network](#) to the [Reunion Friendly Network](#)*
-  Expansion of the original data base of 600 planners to approximately 14,000 planners by the end of 2007.
-  Training more than 10,000 reunion planners at nearly 200 educational conferences and FAMs (by the end of 2007) conducted in cooperation with Convention & Visitors Bureaus, in 35 different states.
-  Training more than 1,500 hotel, CVB and Travel Agency sales personnel.
-  *TRNEWS*, renamed *Reunion Friendly News* in 2008, a full-color, quarterly magazine, started in 1992, is currently distributed free to all of the volunteer military reunion planners and to RFN Member CVBs, hotels, and reunion vendors.
-  The Summer Issue, 2008, was the 17th edition of TRN's Annual Directory of "Reunion Friendly" SM Properties & Locations.
-  RFN Membership for hotels and CVBs was initiated at the end of 1997, and now includes private web sites (attached to RFN's Web Site) plus discounts at Conference exhibits, free matching advertorials with advertisements in *Reunion Friendly News*, and other special member pricing.
-  Frequent and extensive publicity in trade publications, newspapers, radio and television.
-  Numerous speaking engagements at trade shows and conferences, including four times at HSMAl's annual Affordable Meetings Conference.
-  Creation and email publication of *The Marketer*, a weekly newsletter specifically for RFN Members, CVBs, Hotels, and reunion vendors.
-  Publication of the results of three statistical analyses in *The Reunion Friendly Marketer*, based on planner supplied information of more than 15,000 reunions, the first of its type for the military reunion market, in 1997, 2001 and 2004.
-  Publication & Distribution of two books by Paul Spiewak, CEO
For Planners: *Reunions Step by Step* - approximately 6,000 copies sold
For Reunion Vendors: *Reunion Business: What It Is & How To Get It*
(Available on CD ONLY)



TRN Founder, CEO,
Editor-in-Chief *Reunion Friendly News*
PAUL J SPIEWAK

Paul has been a professional communicator most of his life. An active Toastmaster since 1991, he served as President of his local club, and as both an Area Governor as a Division Governor.

Starting in 1958, his professional communication experience was mostly between business people and the then new machines called computers. As a systems analyst, programmer and consultant he pioneered, and is noted, particularly for his systems work in sales forecasting and inventory control and for legal accounting applications. After one day of retirement in 1991, he began a new career by establishing THE Reunion Network, Inc., renamed the *Reunion Friendly Network* in 2008, a communications organization for Military Reunion Planners. The company publishes *TRNews*, renamed *Reunion Friendly News*, a quarterly-color magazine, for approximately 14,000 military reunion planners and *The Reunion Friendly Marketer*, a weekly newsletter for approximately 5,00 CVBs, hotels and reunion vendors in its network. Paul is the Chief Executive Officer and original Editor of the magazine and newsletter. The company also conducts 12-15 training conferences each year, combined with FAMiliarization tours, throughout the country. A typical conference lasts 3-4 days, during which time, Paul, Charlene and Gale make presentations spanning the range of reunion activities.

Paul is a leader in many organizations including: Life member of the United States Power Squadrons and a Past Commander of the Miami Beach Power Squadron, Past Master of his Masonic Lodge, and a Past President of the South Florida Navigators Club. Due to physical limitations, he has given up water skiing, sailing, acrobatic flying, and roller blading. As an active Master Scuba Diver he has won many prizes for his underwater photography. His current passions are white water river rafting and cycling.



Vice President Sales
Managing Editor *Reunion Friendly News*
RON COHEN

Ron Cohen affiliated with The Reunion Network in March 2001, having spent 17 years in the hospitality industry. He managed a number of hotels in southeastern Connecticut and served in a sales capacity as well, earning a certificate as a Certified Hotel Sales Executive.

Prior to 1985, Ron had a distinguished career in the publishing industry. He was the New England book sales representative for New American Library for 5 years. Subsequently, he entered into newspaper circulation and distribution, working for such prestigious publications as The New York Herald Tribune and Dow Jones, Inc., publisher of The Wall Street Journal, Barron's and The National Observer. Later, he became VP and General Manger of the Holyoke News Company, a wholesale distributor of books, magazines and newspapers in western Massachusetts.

Ron's military career spans some 18 years (active and Reserve) with all of his assignments as the administrative and personnel officer (S-1) for Army battalions/groups. He retired April 1974 as a major.

He served with distinction as a Board member of the South East Connecticut Tourism District for 17 years, holding the position as vice chairman for 2 years. He was a founding member of Mystic Coast & Country and was a representative on the Governor's Tourism Commission. Ron participated in several sales and marketing missions with and for the State of Connecticut.



VP Communications
GALE HELSER

In 2007 Gale became a part of the RFN family and frequently acts as a presenter at RFN Conferences.

Gale Helser originally hails from Wisconsin, graduating from Beloit Memorial High School. After a tour in Vietnam, he came back to Wisconsin, graduating from the University of Wisconsin at Whitewater.

After many years in the printing industry, both owning and managing various printing operations, Gale began selling fine paper and paper products to printers and government-related printing operations in the tri-state area and retired from Georgia-Pacific two years ago after twenty years.

After having taken friends to various vacation locations and Washington, D.C. since before the Vietnam Wall was built, Gale became a meeting planner nearly ten years ago and began providing vacation tours for the veterans in the southern Wisconsin area.

He is a Life Member of the VFW and the American Legion. He maintains memberships in Viet Now, Friends of the Vietnam Veterans Memorial and various veteran-related organizations.

Gale now resides in Rio Hondo, Texas with his wife, Diane.



VP of Marketing
Editor *The Reunion Friendly Marketer*
CHARLENE ADAMSON

With twenty-five years in the hospitality industry, Charlene joined THE Reunion Network in March 2004. A native Tennessean, Charlene has nearly twenty years in the hotel industry both in the United States and internationally. Since 1999 she has worked for the Chattanooga Convention and Visitors Bureau, primarily as Military Reunion Sales Manager focusing on increasing successful military reunions for the Chattanooga area, a great part of which she attributes to working with THE Reunion Network.

As owner of her hospitality consulting business, WLP, Inc. she has been a public speaker and seminar lecturer for civic organizations, tourism councils, and for the Appalachian Development Center for Women at Morehead State University in Morehead, Kentucky.

She has served on the State Board of Directors for the Kentucky Hotel/Motel Association, Greater Cincinnati Convention and Visitors Bureau, Maysville Kentucky Chamber of Commerce, The Dance Theatre Workshop of Chattanooga, and numerous local organizations in areas where she has worked, as well as Director for the Chattanooga Hotel/Motel Association. She brings to The Reunion Network a broad scope of industry knowledge and experience and is looking forward to this new phase of her career.

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