

## ABOUT LONNY KOCINA



In 1987, Lonny Kocina founded Media Relations Agency and pioneered the PR industry's performance-based business model. Now nationally trademarked as Pay Per Interview Publicity®, this concept enables clients to purchase publicity by the story.

He also founded and sold two other companies: MidAmerica Events and Expos, and Checkerboard Internet Services.

Lonny is a visionary who is passionate about marketing. He believes that to be a truly great agency, professional advice and deliverables must be based on a solid marketing foundation. Now in his 60s, Lonny has made it his mission to help educate marketers across the country on marketing concepts and processes. He currently teaches his popular Strategically Aimed Marketing (SAM 6®) process, outlined in his best-selling book "The CEO's Guide to Marketing," to business leaders and those working within the marketing industry.

As a way of giving back, Lonny has also taught marketing at the college level. His agency supports two wonderful nonprofit organizations: Hands of Freedom and Kids n' Kinship. In the 30 years since launching Media Relations Agency, Lonny still gets great joy from thinking about, talking about and teaching marketing.