

PRESS RELEASE
For Immediate Release

Media Contact:
Barbara Yeninas, BSYA
M: 973-650-0105
T. 732-817-0400
barbara@bsya.com

June Chin, BSYA
T. 732-817-0400
june@bsya.com



BSY Associates Inc. Names Lisa Aurichio as President
Barbara Yeninas to Continue as CEO

HOLMDEL, NJ - Lisa LoManto Aurichio has been named President, BSY Associates Inc., a marketing communications and branding firm that has specialized in the international trade and transportation industry since its founding in 1974. Barbara Spector Yeninas, CEO and Founder, made this announcement.

Ms. Aurichio began her career in the early 1990s with BSYA, where she worked for four years developing her skills in public relations and event planning. From there, she continued to build her marketing communications career, holding managerial titles at international organizations, including The Hertz Corporation, Shandwick Public Relations and Calvin Klein Cosmetics.

In 2013, Ms. Aurichio returned to BSY Associates, bringing with her nearly 20 years of experience in public and media relations, marketing, merchandising, and event coordination and project management.

"Lisa returned to our company with excellent skills and proven leadership talents," said Barbara Yeninas.

"She was able to pick up where she left off-gaining an updated knowledge of the industries we serve with a good balance of handling clients, media and our professional staff. She is the ideal choice to help lead BSYA forward."

Ms. Aurichio works in tandem with Ms. Yeninas to oversee and execute marketing communications programs and projects for international trade and transportation leaders, including Evergreen Line, INTTRA, Containerization and Intermodal Institute, United Seamen's Service and SeaCube Container Leasing.

She is a graduate of University of South Carolina and was awarded a Masters from William Patterson University in Communications. She and her husband, Ken and their two children reside in Bergen County, NJ.

About BSY Associates Inc.

BSY Associates Inc. (BSYA) is a full-service public relations, marketing communications, advertising and branding agency. The agency takes on challenges large and small with the same passion for excellence. With nearly five decades of in-depth experience in the international transport and shipping industries, BSYA exceeds clients' expectations with its expertise and entrepreneurial cultures second to none in the world. The company was founded in 1974 by Barbara Yeninas, once a maritime journalist, and has handled promotional work for global companies representing container shipping, port and terminals, forwarders, importers, exporters, technology developers, railroads, trucking companies and the full range of industry sectors.

www.bsya.com