

# SUCCESS

What *Achievers* Read

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## ***DEBORAH HEISZ APPOINTED EDITOR IN CHIEF SUCCESS MAGAZINE***

**Lisa Ocker and Sandra Bienkowski Named to Key Editorial Posts**

DALLAS, TX (January 7, 2008)—*SUCCESS* magazine has named Deborah Heisz editor in chief. The announcement was made by Stuart Johnson, president and CEO of VideoPlus L.P., the marketing and communications company that purchased *SUCCESS* in July 2007. *SUCCESS* relaunches in March 2008 with a new editorial mission: to make consumers more successful by providing life-skills and personal-development content from well-respected names in the industry, including leading CEOs and entrepreneurs who exemplify success.

In her new position, Heisz will lead the editorial team in providing entrepreneurs and small businesses with compelling content and tools that give them a competitive advantage in achieving their personal and professional goals. Heisz joined VideoPlus in August 2004 to launch the company's publishing business and will continue in her previous role as vice president of publishing. She is credited with building the publishing division and overseeing the editorial and creative development of all titles, including *Success from Home*, *Empowering Women* and *Your Business at Home*, which have sold more than 30 million copies in the last three years.

"Deborah has built an incredibly successful publishing operation at VideoPlus," said *SUCCESS* Publisher/Editorial Director Darren Hardy. "We are thrilled to tap into her expertise and experience for the new *SUCCESS*."

Heisz graduated with a degree in English from Texas Tech University and earned an MBA in marketing from the University of Dallas. She resides in the Lewisville, Texas, area with her family.

In addition to Heisz, *SUCCESS* announced the filling of two other senior editorial positions.

Joining as editor, Lisa Ocker brings more than 20 years of experience in journalism, including six years as editor of Florida's leading regional magazine, *Boca Raton*. She distinguished that magazine from increasing competition in the affluent South Florida

market with an innovative editorial mix of in-depth features and investigative pieces. Prior to *Boca Raton*, Ocker worked as a reporter for the *Palm Beach Post* and the *Sun-Sentinel* in Fort Lauderdale. She was also a stringer for *The New York Times*, reporting on stories that included the William Kennedy Smith trial and Hurricane Andrew. Ocker graduated from the University of Texas with a bachelor's degree in journalism and resides in Carrollton, Texas.

Sandra Bienkowski joins *SUCCESS* as managing editor. Previously, Bienkowski worked for two business-to-business publications within the 1105 Media Inc. publishing group—as the editor of *Home Health Products* and managing editor of *Mobility Management*, two magazines in the home medical equipment industry. Bienkowski is a winner of the American Society for Business Publication Editors Gold Award for her article about a couple's struggle with multiple sclerosis. Formerly a newspaper reporter, Bienkowski has more than 10 years of experience as a reporter and writer. Bienkowski graduated from Oswego State University in New York with a B.A. in English writing arts and resides in Plano, Texas.

#### **About *SUCCESS* magazine**

*SUCCESS*, published bimonthly, is designed specifically to serve the growing entrepreneurial, home-based and small-business markets. *SUCCESS* features personal-development thought leaders, CEOs, entrepreneurs and other achievers who offer practical advice, ideas, tips and training on leadership, goal setting, time management, selling, motivation and much more. *SUCCESS* retails for \$5.95 and is distributed nationally with an initial circulation of 400,000. Visit [www.SUCCESSmagazine.com](http://www.SUCCESSmagazine.com) for more information.

#### **About VideoPlus**

VideoPlus L.P., in Lake Dallas, Texas, a Dallas suburb, is a vertically integrated media and marketing communications company founded in 1987 by Stuart Johnson. It provides innovative, turnkey, concept-to-completion solutions for small- and large-business growth. Internationally recognized clients rely on its customized video, audio and print products to increase customer acquisition and revenue. VideoPlus L.P. creates, produces, masters and replicates CDs, DVDs and DualDiscs™ and offers on-site full-color printing services. Its magazine division publishes several national newsstand magazines, including *Success from Home* and *Empowering Women*. Internationally, VideoPlus L.P. delivers products in more than 15 languages in countries around the world and has a sales office in the United Kingdom and a distribution facility in Poland. Visit [www.VideoPlus.com](http://www.VideoPlus.com) for more information.