

# News Release

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For Immediate Release

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## Liturgical Press reorganizes to meet changing publishing environment

**COLLEGEVILLE, MINNESOTA**—Liturgical Press, the 85-year-old Catholic publishing house of Saint John's Abbey in Collegeville, Minnesota, announced the final stage of a reorganization that positions the company to respond more quickly to the needs of its customers and the fast changing technologies of publishing and communication.

Liturgical Press director, Peter Dwyer, said that two publishers have been appointed for new market departments within the publishing house, and five new positions have been created. The reorganization will enable Liturgical Press to more effectively and efficiently serve the needs of Catholic parishes, Catholic colleges and universities, and general readers in the years ahead.

Hans Christoffersen, until now editorial director of Liturgical Press, has been appointed Publisher for Academic and Trade Markets. Patricia (Trish) Sullivan Vanni, former project director of the national Emerging Models of Pastoral Leadership Project, has been appointed Publisher for Parish Market.

Christoffersen and Vanni will each be supported by a managing editor and an associate publisher for marketing and research. The new associate publisher positions have been posted for applications, along with managing editor and copyeditor positions for the parish market department.

Dwyer also announced internal promotions to strengthen the new department structure:

- Lauren L. Murphy, interim managing editor for Liturgical Press, has been appointed Managing Editor for the Academic and Trade Markets.
- Brian Eisenschenk has been promoted to Manager of an expanded IT/Web department and will be supported by a newly created web developer position.
- Brian Woods has been promoted to Sales and Marketing Manager.

The reorganization coincides with the launch of *Give Us This Day*, a major new monthly publication designed to support daily prayer for today's Catholic. Former managing editor of Liturgical Press, Mary Stommes, is the Editor of the new periodical, and Br. Aelred Senna, OSB, is Associate Publisher. Liturgical Press director, Peter Dwyer, will serve as Publisher of *Give Us This Day*.

According to Dwyer, "Our reorganization focuses Liturgical Press on its customers. It provides a structure to respond quickly to the changing needs of the Church and the challenges in the economy and in the publishing world. At the same time," he said, "it will allow us to innovate in service of the Gospel and bring forth new products like *Give Us This Day* that profoundly re-imagine the Benedictine commitment to prayer and a life nourished by Scripture.

"Although the changes we have made are exciting and hopeful for the future of our business, I would be remiss if I didn't acknowledge that the talents of some valued, long-time employees could not be accommodated in the new structure," said Dwyer. "New beginnings can represent the close of earlier chapters, and that is the painful element in our transition, although we all remain very grateful for their past contributions."

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