



PRESS RELEASE

Mequon's PKA Marketing Names New Equity Partner and Owner

MEQUON, WI — [PKA Marketing](#), located in Mequon, has named Bill Elverman equity partner/owner of PKA Marketing, joining company founder and partner, Bruce Prom. The transition follows the retirement of Tom Altstiel, former equity partner and owner at PKA Marketing.

Elverman assumes the role of vice president at PKA Marketing, in addition to his ownership role, and his day-to-day account management roles. Prom retains the role of president within the company.

PKA specializes in B2B capital goods, construction, agriculture, medical and manufacturing industries, serving clients such as CASE Construction Equipment, Thunder Creek Equipment, Navien, Enerpac and Valley Agricultural Software (VAS). The company also has clients in the non-profit and B2C markets.

"I'm humbled at the opportunity to lead a great team and to continue to evolve B2B communications in the world of heavy equipment and manufacturing," says Elverman. "Most importantly, we look forward to carrying out the work of our clients with a work ethic and integrity that reflects the industries they serve."

Elverman is a 2001 graduate of the University of Wisconsin-Milwaukee with a bachelor's degree in Journalism & Mass Communication: Public Relations and Advertising. He lives in Lake Geneva, Wis. with his wife Natalie and three daughters, Isela, Riley and Naomi.

PKA Marketing is a full-service marketing communications firm specializing in strategy, creative, PR, advertising, social media and all related services. PKA Marketing serves a variety of consumer and business-to-business clients worldwide. For more on PKA Marketing, visit [PKAmar.com](#)

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