

Curtis G. Risky, President



As president of CBA, the Christian Booksellers Association, Curtis Risky serves as visionary and leader of the association for Christian retail. CBA supplies vital connections, information, education, and encouragement worldwide to Christian product providers. This includes retailers, suppliers, publishers, distributors, authors, artists and others interested in providing Christian resources.

CBA represents an industry that generates \$5 billion in U.S. product sales and has a global reach to approximately 90 countries. CBA's annual convention, UNITE, attracts representatives from 50 countries, including Christian product providers, thought leaders, pastors, authors, artists, musicians, filmmakers, journalists and others involved in the faith community.

Risky joined CBA in 2007 focused on solving business issues and building greater unity in the industry, leaving his position as a Christian products reseller. His business leadership and entrepreneurial experience spans more than 25 years. Risky spent 10 years as a retail account executive with a Fortune 500 company before opening his own Christian store and coffee house. He founded BASIC Books and Café in 2000, serving the community of the Fox River Valley surrounding Oshkosh, Wisconsin, until 2010.

Risky has always believed in the strong relationship between Christian stores and the community. This belief was put into practice when he leveraged his store and café to plant a church in Oshkosh that continues today.

A recipient of the Institute for Organizational Management certification from the U.S. Chamber of Commerce, Risky also earned the Certified Association Executive credential from the American Society of Association Executives. His business degree is from the University of Wisconsin-Oshkosh.