



William “Bill” Cheeks

**President
ABBA Associates, Inc.**

5209 Old Mountain Court
Powder Springs, GA 30127
Telephone: 770-794-6942
wpc1945@aol.com
www.abbaassociates.com

William “Bill” Cheeks is President of ABBA Associates Inc., a Powder Springs, Georgia-based fiscal management consulting firm that provides counseling and conducts seminars nationwide to help consumers map a successful Life Plan. The seminars are conducted for companies, governmental agencies and non-profit organizations.

Bill was Vice President of Consumer Education for Equifax Inc., the largest Data Management Company in the world, from 1995 to 2001. He was responsible for implementing a fiscal management and life skills program for high school students. In this role, he had a successful national program and also was a presenter to educators and adults on fiscal management, credit scoring and identity theft. He appeared on numerous radio and television programs discussing these topics and this fiscal management program.

Bill joined Equifax in October 1967. He was named General Manager, Atlanta Regional Office, Equifax Services in 1986, and was promoted in 1990 to Assistant Vice President of Credit Reporting for Equifax Credit Information Services, to Vice President of Human Resources in May 1990. He was named Vice President of Human Resources for Corporate Staff, Equifax Inc. in February 1991. He became Senior Vice President of Equifax Accounts Receivable Services in July 1992 and remained in that capacity until his assignment to V. P. of Consumer Education.

Bill has served in various roles in the following organizations: Atlanta Private Industry Council; American Collectors Association; State YMCA; Georgia Council on Economic Education; Atlanta Workforce Investment Board; Communities in School and Cobb County Workforce Investment Board. His current board activities include: BUY Cobb Inc. - Board Member; Board Advisor - Alpha Phi Alpha Fraternity Inc.; Board Member-Boys and Girls Club of Cobb County; Board Member – United Way of Cobb County, Southeast Board Member, Operation Hope, Advisory Board Member – Purchasing Power Inc. and Member – Experian Inc. Consumer Council.

Honors received include: 1985 and 1988 Presidential Advisory Council Member, Equifax Services; 1990, 1991 and 1995 Equifax’s President’s Circle Award Member; 1997-98 Member of Leadership Atlanta Class; and, 1999-2000 Member of Cobb County Honorary Commanders Class.

Bill is a native of Woodruff, SC, educated at Johnson C. Smith University, Masters Management Program in Human Resources at Kellogg School of Management at Northwestern University, and numerous Executive Management Programs. He is married to Barbara and resides in Powder Springs, GA.