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# CHAMPIONS

for the Public Relations  
Student Society of America

2018  
Directory of Members

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## INTRODUCTION

Named in this Directory are the members of the Champions for the Public Relations Student Society of America for the academic school year 2017-2018 as of February 2018.

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**Founded in 1981** by Betsy Plank, APR, Fellow PRSA, the Champions for PRSSA gather those who have special, ongoing interests in PRSSA, its student members, and in public relations education. Its roster includes practitioners and educators, companies, agencies, other organizations and Chapters of the Public Relations Society of America (PRSA), the parent organization of PRSSA. Individuals who are not affiliated with PRSA are also welcome. (See the enrollment form in back of this directory.)

**The annual membership fee** of \$50 is tax deductible, and is payable to the PRSA Foundation, noted Champions For PRSSA, 120 Wall Street, 21<sup>st</sup> Floor, New York, NY 10005-4024. Fees are used solely for national programs and incentives that could not otherwise be provided by PRSSA or its parent organization. Champions stay up-to-date on students and their education through newsletters and other special communications.

**The Champions sponsor** the Teahan Awards for outstanding PRSSA Chapters, Chapter Advisers and sponsoring PRSA Chapters. As a longtime sponsor of the Plank/PRSSA Scholarships, the Champions salute and thank the PRSA Foundation.

**During the annual Conference event**, PRSSA leaders meet informally with the Champions, who often serve as speakers for various student programs. PRSSA Chapters are also invited to contact Champions for special mentoring and counsel.

**The Champions encourage** graduating PRSSA members to become PRSA Associate Members and with PRSA, co-sponsor the first two years of professional membership for past PRSSA National Committee members. Demonstrating the student Society's leadership promise are PRSSA alumni who now serve on the PRSA Board of Directors, national committees and as PRSA Chapter officers.

**Co-chaired** by Rochelle Ford, Ph.D, APR; Gary McCormick, APR, Fellow PRSA; Mary Beth West, APR; and Brian Price, the Champions supplement the work of PRSA and PRSSA Advisers. They have the enthusiastic support of PRSA and PRSSA leaders, who encourage strong and productive relationships between professionals and the next generation that will shape the future of public relations.

## INDIVIDUAL CHAMPIONS

\* Champions who have identified themselves as members of PRSSA during their college years.

\*\* Champions who have contributed to the Foundation's PRSSA Scholarship Endowment.

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**AGOZZINO, ALISA, PH. D., APR**, Associate Professor of Public Relations, Ohio Northern University, 1602 Edna Drive, Lima, OH 45807 – (567) 204-0165, a-agozzino@onu.edu. PRSA Chapter: Central Ohio

Alisa Agozzino, Ph.D., APR is an Associate Professor of Public Relations at Ohio Northern University. As the PR program head, she has taught over 16 different classes within the major and developed a social media minor for any major on campus. She has received numerous awards for teaching, including the international Pearson Award for Innovation in Teaching with Technology.

\***BARAKA AKINTONDE, SHANITA**, Associate Professor, Columbia College Chicago, 33 E. Congress Pkwy, Suite 200, Chicago, IL 60605 – (312) 369-7543, sakintonde@colum.edu. PRSA Chapter: Chicago

Professor Shanita B. Akintonde, MBA, M.Ed., DTM is a tenured faculty member at Columbia College Chicago (CCC) and a 25 year PRSA member. She is the first recipient of the PRSA Multicultural Scholarship and serves as a faculty Liaison for CCC's PRSSA Chapter.

**BARBOUR, KATHY, APR**, Chief Communications Officer, Acosta Sales and Marketing, 6600 Corporate Center Parkway, Jacksonville, FL 32216 – (904) 215-8807, kbarbour@Acosta.com. PRSA Chapter: North Florida (Champion Emeritus)

Kathy Barbour, APR, is chief communications officer at Acosta Sales and Marketing in Jacksonville, Fla., and past national chair of the Public Relations Society of America. In 2017, she was chair of PRSA's Nominating Committee, responsible for selecting PRSA's leaders for the future. She's on Twitter @KathyBarbour

\*\***BATEMAN II, WALTER R.**, Retired, 606 Shorewood Drive, Cape Canaveral, FL 32920 – wbateman01@comcast.net.

Walter R. Bateman II, CPCU, ARM is the retired chairman and CEO of Harleysville Group Inc. a publicly traded insurance underwriting group. He is a graduate of the Wharton School of the University of Pennsylvania (economics) and Farleigh Dickinson University (MBA). Bateman is the son of J. Carroll Bateman, APR, a past PRSA president.

\* \*\***BATYKO, RICHARD J, APR, FELLOW PRSA**, Senior Vice President, Communications, Marketing and Public Relations, Team NEO, 1111 Superior Avenue Suite 1600, Cleveland, OH 44256 – (330) 721-8266, batykor@gmail.com. PRSA Chapter: Greater Cleveland

Rick has more than 25 years of public relations and marketing experience. He is a past president of two PRSA Chapters, past chair of the ECD, and a member of the College of Fellows. Both of his children majored in public relations and served on their PRSSA Chapter's board.

\* \*\***BERGER, BRUCE K., PH.D.**, Professor Emeritus, University of Alabama, 11553 Council Barber Blvd, Northport, AL 35475 – (205) 454-6587, berger@apr.ua.edu. PRSA Chapter: Alabama

**BOGART MEREDITH, JUDITH S., APR, FELLOW PRSA**, Consultant, 4855 Babson Place, Apt 1304, Cincinnati, OH 45227 – (513) 621-6266, jshbm54@gmail.com. PRSA Chapter: Cincinnati

\***BONELLI, CHRIS**, Coordinator, Global Advanced Technology Communications, General Motors, 524 DeVillen Ave, Royal Oak, MI 48073 – (804) 814-9503, cbonelli10@gmail.com. PRSA Chapter: Detroit

Chris Bonelli is the coordinator for General Motors' global advanced technology communications team. He manages communication for global battery engineering, as well as various autonomous and electrical vehicles initiatives. Chris has a B.A. in communications from Virginia Tech and is an active PRSA New Professional.

\* \*\***BRIDGMAN, JEREMY D., APR**, Founding Partner, Clear., 25 Lake Street, Apt 6J, White Plains, NY 10603 – (917) 805-4668, JDB@agencyclear.com. PRSA Chapter: New York

A former PRSSA National President, Jeremy D. Bridgman, APR, has a well-rounded background that covers all key facets of strategic, corporate and crisis communications. He co-founded Clear in 2014 on the belief that every stakeholder responds best to information that is clear, consistent and accurate

\*\***BROOM, GLEN M., PH.D.**, Professor Emeritus, San Diego State University, 6405 Wandermere Drive, San Diego, CA 92120 – (619) 589-6007, gbroom@mail.sdsu.edu. PRSA Chapter: San Diego/Imperial Counties

**BURSON, HAROLD, APR, FELLOW PRSA**, Chairman, Burson-Marsteller, 230 Park Ave South, New York, NY 10003 – (212) 614-4444, harold\_burson@nyc.bm.com. PRSA Chapter: New York

Harold has contributed to the public relations industry and worldwide community as a member and leader of several organizations, among them: Presidential appointee to the Fine Arts Commission, Washington, 1981-1985; Chairman of the National Council on Economic Education; trustee of The Economics Club of New York; Chairman of the USIA Public Relations Advisory Committee, and board member of the World Wildlife Fund (Geneva). He was elected to the Horatio Alger Society in 1986 and is an Executive Council Member of the Center for the Study of Southern Culture at the University of Mississippi.

**BUTLER, BEN, APR**, Founder & Client Services Director, Top Hat, 207 Sigma Drive, Pittsburgh, PA 15238 – ben@builtbytophat.com. PRSA Chapter: Pittsburgh

Ben Butler, APR, is the founder and client services director for Top Hat. He's been named a Top Under 40 Communicator, PR Entrepreneur of the Year, one of Spin Sucks 10 PR Professionals to Follow and is Accredited in Public Relations (APR)—a distinction held by less than 20-percent of all practitioners.

**CANNON, DOUGLAS F., PH.D., APR+M, FELLOW PRSA**, Professor of Practice, Virginia Tech Department of Communication, 106 Shanks Hall (0311) 181 Turner Street NW, Blacksburg, VA 24061 – (540) 231-2331, dfcannon@vt.edu. PRSA Chapter: Blue Ridge and San Antonio

**COHEN, JOSEPH, APR**, Chief Communications Officer, Axis Capital, 1211 Avenue of the Americas, New York, NY 10036 – (210) 715-3524, joseph.cohen@axiscapital.com. PRSA Chapter: New Jersey and New York

\***CORBETT, GERARD F., APR, FELLOW PRSA**, Chair and Chief Executive Officer, Redphlag LLC, 1247 Moonsail Lane, Foster City, CA 94404 – (650) 866-5005, gerard.corbett@redphlag.com. PRSA Chapter: San Francisco

Gerard F. Corbett is Chair and Chief Executive Officer of Redphlag LLC, a strategic public relations and executive coaching firm. He also serves as chief marketing officer of Producers Forum, Inc., a real estate web start up. Mr. Corbett is a Past Chair and Chief Executive Officer of the Public Relations Society of America (PRSA,) and a member of the PRSA College of Fellows. He has served some 40 years in senior communications and technology roles with Fortune 200 firms.

**\*\*CULP, RON, FELLOW PRSA**, Consultant and Professional Director, Graduate PRAD Program, DePaul University, 501 N. Clinton Street #1603, Chicago, IL 60654 – (312) 402-7294, ron@culpandco.com. PRSA Chapter: Chicago

Veteran public relations executive Ron Culp is professional director of the public relations and advertising master's program at DePaul University. Previously, Culp was a Ketchum partner and headed the agency's corporate practice in North America. Prior to Ketchum, Culp held senior positions at Sears, Sara Lee, Pitney Bowes and Lilly. He blogs on public relations careers at [www.culpwrit.com](http://www.culpwrit.com).

**DALTON, JR., H.J., APR, FELLOW PRSA**, Retired, 6411 Laurel Valley Road, Dallas, TX 75248 – (972) 960-0145, jerrydalton@sbcglobal.net. PRSA Chapter: Dallas

PRSA President, 1990; Founding President PRSA Foundation, 1991. Chair Honors and Awards Committee, 1982; Co-Chair Educational Affairs Committee, 1991–1994. Member of seven other committees. Was the first AF career Public Affairs Officer to be promoted to Brigadier General and was AF Director of Public Affairs, 1975–1980. 2007 Gold Anvil recipient.

**\*DEVULT, DARRIN M.**, Associate Director, University of Tennessee, Knoxville, 600 Henley St., Suite 313, Knoxville, TN 37996 – (865) 974-0150, ddevault@utk.edu. PRSA Chapter: Volunteer

Darrin M. Devault is associate director of University of Tennessee Conferences and Non-Credit Programs. His work in public relations and marketing have delivered measurable, positive results for employers and clients for nearly 30 years. A member of the PRSA Educators Academy, Devault has taught college courses in journalism and public relations since 1999. He is a previous Faculty Adviser for the University of Memphis PRSSA Chapter and Professional Adviser for the University of Tennessee at Martin PRSSA Chapter.

**\*\*DOESCHER, BILL F.**, President and CEO, The Doescher Group Ltd., 7 Deerfoot Lane, Yonkers, NY 10701 – (914) 980-7688, doeschergroup@earthlink.net. PRSA Chapter: New York

Bill Doescher is president and CEO of the Doescher Group, a communications consulting firm. Previously, Bill was with Dun & Bradstreet for 22 years, working for seven chief executive officers. His final position at D&B was as SVP-chief communications officer. Doescher is a former president of the Public Relations Society of America's Foundation and currently is president of the New York Chapter of PRSA.

**\* \*\*DVORAK, JANE, APR, FELLOW PRSA**, President, JKD & Company, 11021 W 27th Place, Lakewood, CO 80215 – (303) 238-3011, jane@jkdjane.com. PRSA Chapter: Colorado

Jane Dvorak, 2017 National PRSA Chair, is an independent practitioner providing strategic counsel to businesses and nonprofits. She's a Professional Adviser to Colorado State University, served as liaison to PRSSA National, has a thriving internship program and received the Colorado Chapter "Mentor of the Year" award.

**EGAN, MICHELLE, APR, FELLOW PRSA**, Corporate Communications Director, Alyeska Pipeline Service Company, 3700 Centerpoint Drive, Anchorage, AK 99519 – (907) 230-4093, michelle.egan@alyeska-pipeline.com. PRSA Chapter: Alaska

**EPLEY, JOE S., APR, FELLOW PRSA**, Retired, 270 Foxwood Drive, Tryon, NC 28782 – (828) 894-0323, joe@epleyonline.com. PRSA Chapter: Charlotte

Joe Epley, APR, Fellow PRSA has retired after 40 years as a public relations consultant. During his career he was president of PRSA, president of the PRSA Foundation, Chair of the Counselors' Academy, Chair of the College of Fellows, Global chair of the Worldcom Public Relations group...all while managing a very successful public relations firm in Charlotte, NC. A Gold Anvil winner, he continues to support public relations education in North Carolina schools.

**\*FARBMAN, JACOB C., APR**, Director of Communications, New Jersey Council of County Colleges, 330 West State Street, Trenton, NJ 08618 – (609) 392-3434, jfarbman@njccc.org. PRSA Chapter: Philadelphia

Jacob C. Farbman, Ed.D., APR, is the director of communications for the New Jersey Council of County Colleges in Trenton, NJ and an adjunct professor of communication studies at The College of New Jersey in Ewing, NJ.

**FERGUSON, DENISE, PH.D., APR**, Associate Dean and Professor of Communication, Azusa Pacific University, 901 E. Acosta Ave., Azusa, CA 91702 – (626)815-6000, dferguson@apu.edu. PRSA Chapter: Los Angeles

Dr. Denise P. Ferguson is Associate Dean for Graduate Programs and Research, and Professor of Communication at Azusa Pacific University. She has held previous administrative and faculty positions at Pepperdine University, Indiana Wesleyan University, and University of Indianapolis. Dr. Ferguson has more than ten years of experience in professional public relations in higher education, corporate, and nonprofit organizations. She earned a Ph.D. in Public Affairs and Issues Management at Purdue University, a master's degree in Communication at Bowling Green State University, and a B.S. in Communication from Indiana State University.

**\*FINKBEINER, EMMA A.,** Integrated Marketing Coordinator, Chicago Cubs, 7531 N. Rogers Ave, Apt. 1, Chicago, IL 60626 – (231) 499-4871, efinkbeiner@cubs.com. PRSA Chapter: Chicago

Emma Finkbeiner is an Integrated Marketing Coordinator for the Chicago Cubs and is pursuing a master's degree in PR and advertising from DePaul University. She was the 2016-17 PRSSA National President and holds a bachelor's degree in PR and journalism from Northern Michigan University.

**\*\*FIX, JULIE B., APR, FELLOW PRSA**, Instructional Assistant Professor, University of Houston, 3102 Royal Lytham Court, Sugar Land, TX 77479 – (281) 494-6097, jbfix@central.uh.edu. PRSA Chapter: Houston

Julie B. Fix, APR, Fellow PRSA, is an instructional assistant professor at the University of Houston, Director of Undergraduate Studies for the Jack J. Valenti School of Communication and Faculty Adviser to the UH PRSSA Chapter. Fix is also president and principal of Fix & Associates, Inc. Public Relations.

**FORD, ROCHELLE, PH.D., APR**, Professor & Chair, Syracuse University, Newhouse School of Public Communications, 215 University Place, Syracuse, NY 13244 – (315) 443-9347, rlford@syr.edu.

From 1998-2014, Rochelle L. Ford served as a faculty member and administrator at Howard University where she championed diversity and conducted interdisciplinary research through her more than \$2.14 million in grants. She became a professor and chair of the public relations department at the Newhouse School at Syracuse University in June 2014.

**\*\*GABLE, TOM, APR, FELLOW PRSA**, Vice Chair, Nuffer, Smith, Tucker PR, 4045 Third Ave., Suite 200, San Diego, CA 92103 – (619) 296-0605, tg@nstpr.com. PRSA Chapter: Capital Region (NY)

Tom Gable, APR and PRSA Fellow, is vice chairman of Nuffer, Smith, Tucker Public Relations, San Diego's oldest PR firm. He is author of The PR Client Service Manual and speaks and writes frequently on the importance of no-hype, strategic PR. Prior to entering PR, he was a financial journalist and Pulitzer Prize nominee.

**\*\*GARCIA, JENEEN**, Executive Director, PRSA, 120 Wall Street 21st Fl., New York, NY 10005 – (212) 460-1466, jeneen.garcia@prsa.org.

**\*GERMINDER, LEA-ANN, APR, FELLOW PRSA**, President and Founder, Germinder & Associates Inc., 747 Third Avenue, Floor 2, New York, NY 10017 – (212) 367-2170, lgerminder@germinder.com. PRSA Chapter: New York and PRSA National

Lea-Ann Germinder, APR, Fellow PRSA is president & founder of Germinder & Associates, Inc., a NYC public relations firm. She serves as a director on the PRSA national board. She previously served as PRSA-NY Chapter president. In 1978, she was public relations director for the UD PRSSA Chapter and helped host the National Conference.

**GONDERS, SUSAN, PH.D.**, Professor, Southeast Missouri State University, 419 N. Sunset Blvd., Cape Girardeau, MO 63701 – (573) 339-0774, sgonders@yahoo.com. PRSA Chapter: St. Louis

Dr. Susan Gonders, professor, has been PRSSA-SE Faculty Adviser since 1994 and first author of the history of the second two decades of PRSSA for the Champions (2007). Current co-chair of PRSA Educational Affairs and coordinator of the global PRSA program in Certification in Education for Public Relations (CEPR). Past head of the AEJMC Public Relations Division.

**\*\*GUTHRIE, JANELLE M., APR**, Communications Director, Washington State Employment Security Department, 2377 Thorpe Drive SW, Tumwater, WA 98512 – (360) 561-4184, janelleguthrie@hotmail.com. PRSA Chapter: Puget Sound

Janelle Guthrie, APR, is communications director for the Washington Employment Security Department (ESD), the state agency responsible for administering Washington's unemployment insurance system and helping connect employers and employees in the job market. She joined ESD after working nine years for the Washington Attorney General's Office, the last eight of which as communications director for Attorneys General Bob Ferguson (D) and Rob McKenna (R). She graduated with honors from Washington State University with a double major in journalism and political science/pre-law. Janelle is an active member of the Public Relations Society of America, serving in leadership roles ranging from chapter president to national district chair. She is currently a member of the National Board of Ethics and Professional Standards and an assembly delegate, mentor and volunteer coordinator for the Puget Sound Chapter. Outside of PRSA, she is the captain of her Relay for Life team, raising money and awareness for the American Cancer Society. She lives with her husband in Tumwater.

**\*\*HASTINGS, ROBERT, APR+M, FELLOW PRSA**, Chief Communications Officer, Bell Helicopter, PO Box 482, Fort Worth, TX 76101 – (817) 280-2650, rhastings@bh.com. PRSA Chapter: Greater Fort Worth

**\*HENIGE, MARY T., APR, FELLOW PRSA**, Founder & Chief Consultant, Magnetica Communications LLC, 21769 Hampstead Street, Beverly Hills, MI 48025 – (248) 302-8847, maryhenige@magneticacomcommunications.com. PRSA Chapter: Detroit

Mary Henige, APR Fellow PRSA, spent 30 years with General Motors in various communications leadership roles. In 2015, she founded Magnetic Communications LLC and counsils CEOs on strategic communications, branding and social media. She was in 2003 PRSA-Detroit Chapter president, and has been Wayne State's professional advisor since 1993. Follow her on Twitter @maryhenige

**\* \*\*HENNESSEY, AMY, APR**, Director of Communications, Ulupono Initiative, 999 Bishop St., Suite 1202, Honolulu, HI 96813 – (808) 544-8973, amy@ulupono.com. PRSA Chapter: Hawaii

Amy Hennessey, APR, is the director of communications for Ulupono Initiative, which is an impact investment firm working to improve the quality of life for Hawai'i residents in three areas: more local food, renewable energy, and waste reduction. She is an alumna and Professional Adviser of the PRSSA Chapter at the University of Hawai'i at Manoa.



**HOOG, THOMAS W., FELLOW PRSA**, Special Counsel To Global Chairman, Hill+Knowlton Strategies, 2379 Santa Fe Dr, Unit D, Longmont, CO 80504 – (303) 775-9112, thoog@msn.com. PRSA Chapter: Colorado

Thomas W. Hoog is Vice Chairman of H+K Strategies Global and serves on the Worldwide Management Committee. Previously, Hoog served as President and CEO of Hill and Knowlton USA. He was selected by PR Week as one of the 100 most influential public relations practitioners of the 20th Century, and in 2004, he won the Gold Anvil award.

**ISEMAN, STEVE, APR, FELLOW PRSA**, Professor Emeritus, Ohio Northern University, s-iseman@onu.edu. PRSA Chapter: Central Ohio and PRSA Miami

Dr. Steve Iseman, APR, Fellow PRSA is a professor emeritus from Ohio Northern University with homes in Ohio and Key West, Florida. Iseman is a reviewer for PRSA's CEPR program, a past National Faculty Advisor, a former member of the National Board of Directors and recipient of PRSA's Outstanding Educator Award.

**KING, ROLAND, APR, FELLOW PRSA**, Senior Strategic Communications Adviser, PhairAdvantage Communications, 8421 Cherry Laurel Court, Laurel, MD 20723 – (301) 725-2788, rolandkingdc@gmail.com. PRSA Chapter: National Capital

Roland King retired in 2013 from the position of vice president for public affairs at the National Association of Independent Colleges and Universities, a position he held for 15 years. He continues to work with his wife Judy Phair in her firm, PhairAdvantage Communications, LLC.

**KLEIN, ANNE SCEIA, APR, FELLOW PRSA**, Founder, Anne Klein Communications Group, LLC, 1000 Atrium Way, Suite 102, Mount Laurel, NJ 08054 – (856) 866-0411, anne@annekleincg.com. PRSA Chapter: Philadelphia

Founder of Anne Klein Communications Group, LLC. Anne has played a leading role in public relations arena, both in the Philadelphia region and nationally, for more than 40 years. She is recognized as an expert in strategic planning and crisis and issues communications.

\* \*\***LANDERS, KENT J., APR**, Group Director, Corporate Media Relations, The Coca-Cola Company, One Coca-Cola Plaza NW, NAT 2204, Atlanta, GA 30313 – (404) 676-3774, kelanders@coca-cola.com. PRSA Chapter: Georgia

Kent Landers is Group Director – Corporate Media Relations for The Coca-Cola Company in Atlanta. Before joining Coke, Landers served in senior communications roles at Delta Air Lines, including overseeing Delta's worldwide media relations strategy from 2007–2011. Kent has served on the Board of Directors of the PRSA-Georgia Chapter and the PRSA Foundation. He is also a past PRSSA National President.

\* \*\***LAUGHLIN, GINA PESKO**, Director - Global Employee Engagement & Recognition, Delta Air Lines, 1030 Delta Blvd, Dept. 952, Atlanta, GA 30320-6001 – (404) 715-9462, gina.p.laughlin@gmail.com. PRSA Chapter: Georgia

**LAW, JANE, APR**, Communicatinos Manager, New Hampshire Housing Finance Authority, PO Box 5087, Manchester, NH 03108 – (603) 488-0891, jlaw@nhhfa.org. PRSA Chapter: Yankee

\***LEE, BRIAN, APR**, President, Revelation PR, Advertising & Social Media, 222 N. Midvale Blvd. Suite 18, Madison, WI 53705 – (608) 622-7767, brian@experiencerevelation.com. PRSA Chapter: Madison

Brian Lee, APR, is the president of Revelation PR, Advertising & Social Media and a part-time lecture on social media at Madison Area Technical College. PRSA Madison named him its 2013 Communicator of the Year. He also served on the PRSA National Board of Directors from 2014–2015.

**\*\*LESAGE NELSON, JO ANN, APR**, Vice President, Pierce Communications, 915 Broadway, Albany, NY 12207 – (518) 427-1186, joann@albanypr.com. PRSA Chapter: Capital Region (NY)

**LITWIN, M. LARRY, APR, FELLOW PRSA**, Strategic Counselor, Burwyn Associates, 17 Pine Valley Road, Berlin, NJ 08009 – (856) 767-7730, mlarrylitwin@gmail.com. PRSA Chapter: Philadelphia

M. Larry Litwin, APR, Fellow PRSA, is an established strategic adviser, teacher, mentor, role model and ethicist, who has left a lasting impression on thousands of students and professionals. Sigma Delta Ch—the Professional Journalism Society—has presented him with its Bronze Medallion for "excellence in journalism." Litwin has authored four books including "The Public Relations Practitioner's Playbook for (all) Strategic Communicators" and "The ABCs of Strategic Communication."

**\* \*\*LUKACH, CHRISTOPHER, APR**, President, Anne Klein Communications Group, LLC, 1000 Atrium Way, Suite 102, Mount Laurel, NJ 08054 – (856) 866-0411, chris@annekleincg.com. PRSA Chapter: Philadelphia

2009 Inductee, Rowan University PRSSA Hall of Fame; 2003–2004 Rowan University PRSSA Chapter president (received 2004 "Outstanding Chapter" Teahan Award); 2004 Recipient, Gold Key Award; 2003 Recipient, Stephen D. Pisinski Memorial Scholarship (Inaugural); 2003 Chair, National Organ Donor Awareness Competition.

**\*MAGGIED, ERIN, APR**, Communications Manager, NiSource, Columbus, OH 43215 – (614) 562-1382, erinmaggied@gmail.com. PRSA Chapter: Central Ohio

Erin is a communications manager at NiSource, a premier regulated utility company, where she provides strategic communications counsel to various business partners across the organization. With a focus in internal communications and content strategy, she works alongside senior leaders driving the planning and execution of large corporate initiatives for the Safety, Pipeline Safety and Training teams.

**MASON, DEBBIE A., APR, FELLOW PRSA**, President, Strategists, Inc, 5060 SW 88 Terrace, Gainesville, FL 32608 – (954) 480-7814, debbie@strategistsinc.com.

Debbie Mason, APR, CPRC, Fellow PRSA serves as President of a consulting firm, Strategists, Inc.. Debbie earned her B.S. in Journalism/Public Relations from the University of Florida, where she served as president of the Alpha Chapter of PRSSA, and then as Southeast District Director. A former president of the PRSA Foundation, and former board member of PRSA's governing board, Debbie has been active in a number of PRSA chapters across the county. Debbie earned her MS in Communications Management from Syracuse University and splits her time between California's wine country and the beaches of Florida.

**MCCARTER, PENDER M., APR, FELLOW PRSA, MIPRA**, Principal, Global Public Relations Strategies LLC, 2114 N Street NW, Suite 014, Washington, DC 20037-3027 – (202) 887-6112, pmmccarter@verizon.net. PRSA Chapter: National Capital

Pender M. McCarter, APR, PRSA Fellow, is a sole proprietor specializing in providing strategic public-relations counsel. He retired in 2013 after a 45-year career in education, journalism and public relations – including more than 30 years with IEEE, the world's largest professional association for the advancement of technology. He has served PRSA as chair of The College of Fellows and chair of the Association Section, as well as co-chair of the Diversity Advisory Board.

**MCCORKINDALE, TINA, PH.D., APR**, President & CEO, Institute of Public Relations, 2118 N 65th Street, Seattle, WA 98103 – (323) 240-7822, tina@instituteforpr.org. PRSA Chapter: Tar Heel

Tina McCorkindale, Ph.D., APR, is the President and CEO of the Institute for Public Relations. She taught as a professor for 15 years, and has more than 10 years of experience working in corporate communication and analytics. She has more than 100 presentations and academic publications in books and journals with her research focusing on digital media.

**\*\*MCCORMICK, GARY, APR, FELLOW PRSA**, Director, Marketing and Public Relations, Scripps Network, 834 Racquet Club Way, Knoxville, TN 37923 – (865) 963-5067, gmccormick@scrippsnetworks.com. PRSA Chapter: Volunteer

Gary McCormick, APR, Fellow PRSA is Director, Marketing and Public Relations. He served as PRSA National Chair and CEO in 2010; PRSA Foundation President in 2006–2007 and since 2004 has served as co-chair of the Champions for PRSSA.

**MCSWEENEY, W. PATRICK, APR, FELLOW PRSA**, Vice President of Public Relations, Mortenson Safar Kim, 117 N. Jefferson Street, #204, Milwaukee, WI 53202 – (414) 224-0212, pmcsweeney@mskadvertising.com. PRSA Chapter: Southeastern Wisconsin

**MORALES, LUIS W., APR, FELLOW PRSA**, Retired to PR Counsel, 19 W Golf Club Ln, Paoli, PA 19301 – (610) 647-7198, lwmorales@verizon.net. PRSA Chapter: Philadelphia

PRSA National President, 1996; President-Elect, 1995; National Treasurer, 1994; Secretary, 1993; Board member, 1991–1992; Chairman, Association Section, 1990; Member, Accreditation Board; President, Philadelphia Chapter, 1985; Past Chairman, PRSA Eligibility Board. Graduate, University of Richmond, where he was a Phi Gam, ODK, and was included in Who's Who. Former Officer, USMC, and local YMCA President.

**\*\*OLSON, MICHELLE, APR**, General Manager, Fingerpaint, 6900 E. Camelback Road, Scottsdale, AZ 85251 – (480) 368-7999, molson@fingerpaintmarketing.com. PRSA Chapter: Phoenix

Michelle Olson, APR, mentors students and young people interested in public relations, and is a frequent lecturer at Arizona State University. She has won numerous industry awards, In 2003, Olson was recognized by the Phoenix Chapter of PRSA with the prestigious Percy Award among others.

**PALUSZEK, JOHN L., APR, FELLOW PRSA**, Senior Counsel, Ketchum, 1285 Avenue of Americas, New York, NY 10019 – (646) 935-3908, john.paluszek@ketchum.com. PRSA Chapter: New York

John Paluszek is senior counsel at Ketchum specializing in corporate social responsibility/sustainable development. He is also executive producer of 'Business in Society,' the video program reporting on and analyzing, current news on these subjects and related issues.

Past chair of the Global Alliance For Public Relations and Communication Management and a national past president of The Public Relations Society of America, John is liaison to the United Nations for those organizations.

**PEARSON, MARY ANN, APR**, Immediate Past President, CBU Online and Professional Studies, 10370 Hemet St. #200, Riverside, CA 92503 – (951) 343-3967, mpearson@calbaptist.edu. PRSA Chapter: Inland Empire

Mary Ann Pearson has more than twenty-five years of experience in journalism, public relations and education. Pearson worked in public relations specializing in marketing and public relations campaigns in property management and real estate. Pearson worked with the Hispanic Literacy Program, Give Big Riverside, Girl Scouts of America, PRSA and other organizations. She is an accomplished freelance writer, teacher and leader. Pearson researched mentoring and effective journalism/public relations instruction as a part of her doctoral dissertation and has coached dozens of millennial students to help them complete successful internships that became job offers.

**PHAIR, JUDITH T., APR, FELLOW PRSA**, President, PhairAdvantage Communications, LLC, 8421 Cherry Laurel Court, Laurel, MD 20723 – (240) 786-6624, jphair@phairadvantage.com. PRSA Chapter: National Capital

Judith (Judy) Phair, APR, Fellow PRSA, is president of PhairAdvantage, LLC, providing global public relations and marketing consulting with a focus on education and associations. Specializations include strategic planning, branding, crisis communications, media relations, and fundraising. Phair was 2005 PRSA President and CEO and 2010 Gold Anvil recipient.

\* \*\***POPP-STAHLY, SONJA, APR, FELLOW PRSA**, Golbal Communications, Eli Lilly and Company, Lilly Corporate Center, Indianapolis, IN 46285 – (317) 655-2993, spopp-stahly@lilly.com. PRSA Chapter: Hoosier

Popp-Stahly's 24-year career spans agency and corporate communications positions in New York City and Indianapolis. She served on the PRSA National Board of Directors from 2013–2016, and is a former PRSSA National Professional Adviser and PRSA Hoosier Chapter president. She has also served on the PRSA Foundation Board of Trustees, PRSA Health Academy Executive Committee and PRSA Educational Affairs Committee. A Silver Anvil award winner and judge, Popp-Stahly is a former PRSSA National Committee member who was inducted into the PRSSA Hall of Fame in 2002.

\***PRICE, BRIAN**, Digital Marketing Manager, Starwood Retail Partners, 1 E. Wacker Dr., Suite 3600, Chicago, IL 60601 – (906) 458-9781, brprice3@gmail.com. PRSA Chapter: Chicago

Brian Price is the digital marketing manager at Starwood Retail Partners. At Starwood Retail—which owns 28 shopping centers across the U.S.—he oversees all social media, websites, email communication and mobile marketing for the malls. He started his career as a community manager at Edelman. Since 2014 he has served as co-chair of the Champions for PRSSA.

\***ROBBINS, TRESSA**, Implementation Vice President, BurrellesLuce, 918 Highway RA, Piedmont, MO 63957 – (800) 840-4883, trobbins@burrellesluce.com. PRSA Chapter: St. Louis

With 20+ years in public relations and marketing, Tressa works with major accounts to ensure successful onboarding and train clients on BurrellesLuce monitoring and reporting tools. She is on the PRSA St. Louis Board and is Professional Adviser to Southeast Missouri State PRSSA. She was 2015 Conference Chair for the Midwest District, and is often a guest speaker on traditional and social media as well as personal branding. Twitter: @tressalynne

\***SIMS, SAM, APR**, Director of Public Relations and Marketing, US Fleet Tracking, 2220 Timber Ridge, Yukon, OK 73099 – sjmsims@gmail.com. PRSA Chapter: Oklahoma City

**SMUDDE, PETER M., APR**, Professor, Illinois State University, 449 Fell Hall, Normal, IL 61790-4480 – (309) 438-7339, psmudde@ilstu.edu. PRSA Chapter: Central Illinois

Peter M. Smudde, Ph.D., APR, has an unusual combination of industry and academic experience gained over 29 years. His professional work has ranged from a very large corporation to family-owned companies, including being an executive of public relations and a consultant. He is associate professor of public relations and PRSSA Faculty Adviser at Illinois State University.

\* \*\***STANSELL, T. GARLAND, APR**, Chief Communications Officer, Children's of Alabama, 1600 7th Avenue South, Birmingham, AL 35233 – (205) 638-6250, garland.stansell@childrensal.org. PRSA Chapter: Alabama

**STREED, JIM, APR**, Founder/Principal, J Streed Communications, 3499 Sandgate Castle Drive, Green Bay, WI 54313 – (920) 680-6802, jgstreed@hotmail.com. PRSA Chapter: Northeast Wisconsin

**SUMMAR, DWAYNE, APR, FELLOW PRSA**, 360 Chambers Street, Unit 351, Woodstock, GA 30188 – (229) 883-1217, dsummar@bellsouth.net. PRSA Chapter: Georgia

Dwayne Summar, APR, Fellow PRSA, 1988 president of PRSA. Graduate University of Tennessee: student body president and Torchbearer. Vice president, public relations, Atlanta-based Southern Company; senior vice president, Hill & Knowlton, Atlanta; and executive vice president, Atkinson Public Relations, Nashville. Now retired in Albany, GA. 2005 recipient of the Patrick Jackson Award for distinguished service to PRSA.

**TATE, PHILIP, APR, FELLOW PRSA**, Senior Vice President, Luquire George Andrews, 4201 Congress Street, Suite 400, Charlotte, NC, 28209 – (704) 552-6565, tate@lgaadv.com. PRSA Chapter: Charlotte

Phillip Tate, APR, Fellow PRSA has 30 years of experience in advertising, marketing and public relations. As senior vice president for Luquire George Andrews (LGA), a full-service agency in Charlotte, he serves a diverse group of clients. He remains very active with PRSA on the national, district and Chapter level.

\***TRAHAN, JOSEPH V., APR, FELLOW PRSA**, President/CEO/International Media Relations Trainer, Trahan & Associates, PO Box 1088, McDonough, GA 30253-1088 – (410) 908-3036, joe\_cajun@yahoo.com. PRSA Chapter: Georgia

A New Orleans native, Dr. Joseph V. Trahan, III, has over 32 years of public relations/affairs experience in governmental, association, and educational and non-profit public relations.

**TRUNCALE, JOSEPH P., PH.D., CAE**, Chief Executive Officer, PRSA, 120 Wall Street, 21st Floor, New York, NY 10005 – (212) 460-1401, joseph.truncalle@prsa.org. PRSA Chapter: New York

**VECCHIONE, JOSEPH A., APR, FELLOW PRSA**, Retired, 181 Overlook Ave, Belleville, NJ 07109-2276 – (973) 759-0767, jvecchi@aol.com. PRSA Chapter: New Jersey

**VILLEGAS, SAMANTHA JULIE, APR**, President, SaVi PR, LLC, 26116 Flintonbridge Drive, South Riding, VA 20152 – (571) 577-7477, samantha@savipr.com. PRSA Chapter: National Capital

Samantha Villegas, APR is an award-winning communications strategist, committed to using her powers for good. For 20 years, under employment with others, and since 2012, as head of her own virtual agency SaVi PR, Sam has worked to expand recycling, promote water conservation, increase investments in energy efficiency, enhance opportunities for veterans, foster immigrants' rights to work, support common sense gun legislation and much more.

**\*\*WEST, MARY BETH, APR, FELLOW PRSA**, Principal, Mary Beth West Communications, LLC, 3401 Russ Circle, Ste. C, Alcoa, TN 37701 – (865) 982-6626, mb@marybethwest.com. PRSA Chapter: Volunteer and PRSA Nashville

Mary Beth West, APR's 18-year career in public relations has included a range of posts in the agency, corporate and banking sectors. For nine years, she has managed a public relations consulting firm in Greater Knoxville, Tenn. West's involvement with PRSA and its student organization, PRSSA, has extended over two decades. West worked with PRSSA as National Professional Adviser this past decade, during which time she co-founded alongside Gail Liebl, APR, the PRSA New Professionals Group, which is now one of the largest Sections in the Society. A career-long member of the Champions for PRSSA and a contributor to the Betsy Plank Endowment, West was the founding donor of both the Travis Parman Public Relations Scholarship and the Dwayne Summar Essay Contest at the University of Tennessee. Today, West is active within PRSA's Counselors Academy. In 2010, West was honored by PRSA's Educators Academy with the David Ferguson Award.

**WHITE, JESSIKA**, Communications Specialist, The Plank Center for Leadership in Public Relations, Box 870172, The University of Alabama, Tuscaloosa, AL 35487 – (205) 348-7250, jnwhite@apr.ua.edu. PRSA Chapter: Alabama

**WIESBERGER, JAY, APR**, Senior Director of Communication, Skanska, 221 Yale Ave N #400, Seattle, WA 98109 – (206) 494-5469, jay.weisberger@skanska.com. PRSA Chapter: Puget Sound

**\*\*WILLIAMS, SEAN D.**, Vice President and Practice Lead, Education and Internal Communications, True Digital Communications, 26901 Cannon Rd., Bedford Heights, OH 44146 – sdwilliams@truedigital.com. PRSA Chapter: Greater Cleveland

Sean Williams has joined True Digital Communications as Vice President and Practice Lead, Education and Internal Communications. Williams has held executive communication posts at National City Bank, KeyCorp and The Goodyear Tire & Rubber Company. He has earned a solid reputation for his skills in public relations measurement and evaluation, comprehensive, research-based communication consulting, and intranet strategy.

**YAMAUCHI, ERICA**, Social Marketing Director, Project Kealahou, HI Dept. of Health, 4315 Sierra Dr., Honolulu, HI 96816 – (808) 597-0701, erica.yamauchi@gmail.com. PRSA Chapter: Hawaii

Erica has 10+ years of experience in social marketing and strategic communications for Fortune 500 companies, statewide advocacy coalitions and tiny nonprofits. She is social marketing director at Project Kealahou, a Hawaii Department of Health program that collaborates with agencies and families to nurture girls' healthy relationships and community connections.

**ZIPRIK, KATHLEEN S.**, Consultant, 511 Fox Hollow Lane, Mills River, NC 28759 – (828) 890-8065, ZiprikPR@gmail.com.

Kathleen Ziprik graduated from Rowan University and the University of Georgia with B.A. and M.A. degrees in public relations. She started Ziprik Consulting 1996 with a focus on assisting companies in the building products and related industries. Ziprik Consulting provides all levels of public relations support including media relations, writing, crisis communications and special events coordination.

## CHAMPION PRSA CHAPTERS

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GRANT, DENISE J., Chief Operating Officer, **PRSA Georgia**, 4971 Staverly Lane, Norcross, GA 30092  
— (770) 449-6369

SKIDMORE, NANCY, Executive Secretary, **PRSA Detroit**, 1824 E. Greig Avenue, Madison Heights, MI  
48071 — (248) 545-6499

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