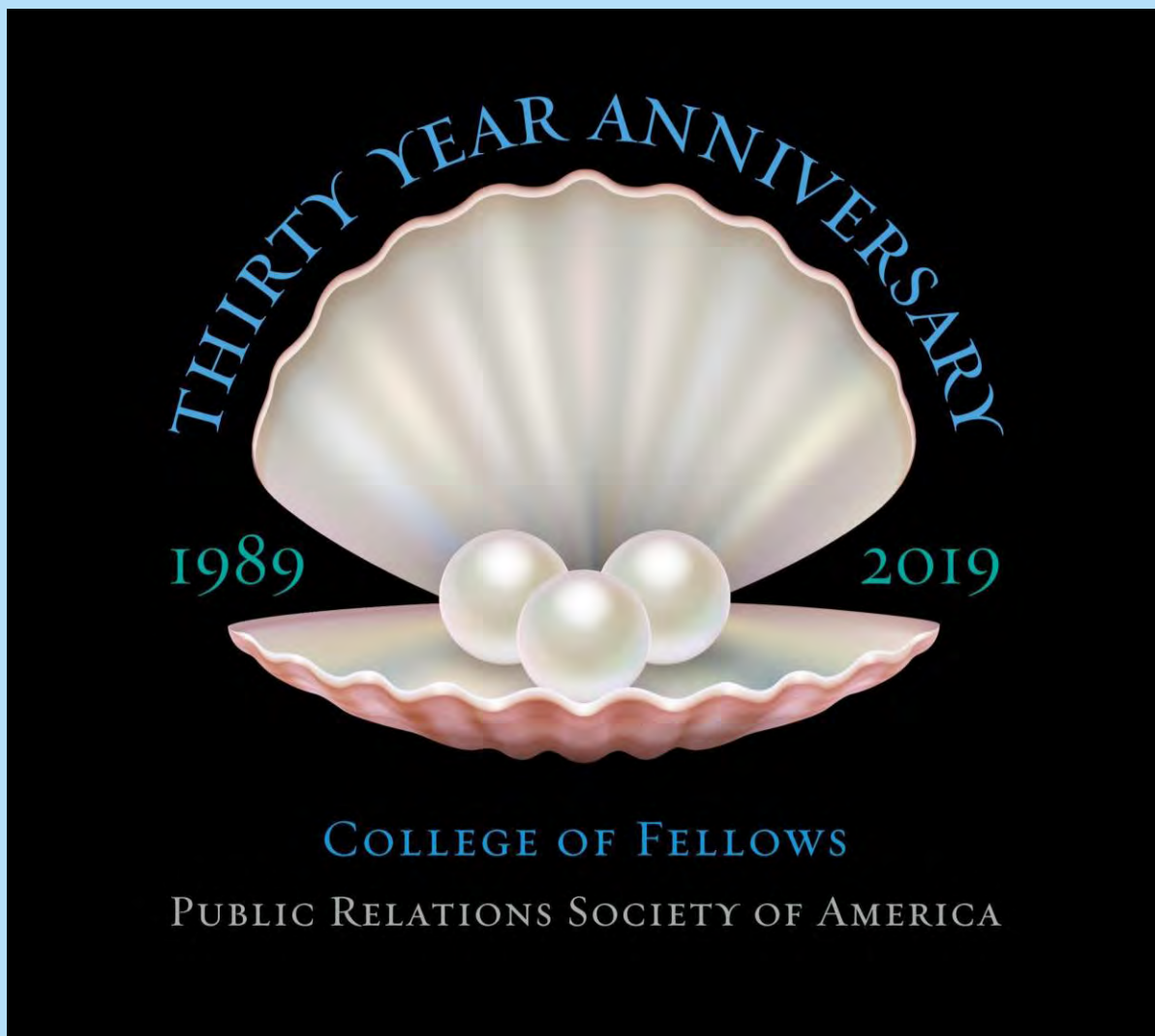


# 30 Years of Leadership and Legacy



## A Note from the 2019 Chair

Happy 30th Anniversary!



Congratulations, College of Fellows, and thank you for 30 years of leadership, service, and passion for our profession.

Those who visualized the College to be a way to recognize and honor senior professionals had hoped Fellows would be role models and continue to advance the profession. That vision has become a reality ten-fold.

Selfless service is part of our DNA. Fellows continue to lead their chapters, districts, and sections.

Many have led PRSA itself, serving on the national board, committees and task forces, and at the highest level of service to the Society: Chair of PRSA. To date, 45 of the 72 Chairs of PRSA have been Fellows.

It has been my honor to serve as College of Fellows chair during this special year. Thank you to the many, many volunteers who chaired committees, led programs, served as mentors, contributed to the new Adjunct Resource Guide and this document, presented at the PRSA International Conference (ICON), and supported the College in so many ways.

Margaret Ann Hennen, APR, Fellow PRSA, led the charge to capture our history, as it had not been written or codified in any way. We are so grateful to her (as future Fellows will be) for this outstanding collection of historical documents and memories. History identifies our culture, brings us together, tells our story, and inspires us. Such a gift you have given all of us, Margaret Ann.

Enjoy reflecting and remembering. Celebrate who we are. Imagine what we can be.

*Geri A. Evans, APR, Fellow PRSA  
2019 Chair  
PRSA College of Fellows*



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## The College of Fellows Is Born

During the late 1980s, PRSA turned its commitment to members toward enhancing the professionalism and status of our profession. As part of this focus, the organization held a symposium of PRSA leaders from across the country, including chapter presidents. Many of those chapter presidents are today PRSA leaders and member of the College of Fellows.

Minnesota Chapter President David Therkelsen, APR, Fellow PRSA, traveled to suburban Chicago for the meeting. The days were filled with rich discussion about raising the status of public relations among other business leaders and among ourselves.

Debbie Mason, APR, Fellow PRSA, then leader of the PRSA Young Professionals Group, was also in attendance. Her description of PRSA assemblies and symposiums in the late '80s includes classic style debates on issues of importance to our industry. She cites the late Pat Jackson, APR, Fellow PRSA, and Ann Barkelew, APR, Fellow PRSA, as leaders in creating these thought-provoking sessions.

This meeting, called "The Itasca Symposium: The Architecture of Professional Progression," held the roots of what was to become the College of Fellows.

One of the superstars of public relations, Edward Bernays, was at the Itasca Symposium. Therkelsen remembers Bernays' impassioned advocacy of licensure for public relations professionals.

Following the symposium, PRSA brought together a task force of prominent public relations professionals and PRSA leaders to probe the subject of enhancing our professionalism. This group was co-chaired by Ann Barkelew, APR, Fellow PRSA, head of public relations for the Dayton Hudson Corporation of Minneapolis, and Pat Jackson, APR, Fellow PRSA, leader of Jackson Jackson & Wagner of New Hampshire.

These two brought an interesting mix of backgrounds and perspectives to the task. Jackson was a strong and loyal supporter of PRSA and agency work. Barkelew, also an active PRSA leader, had just completed a term as chair of the National School Public Relations Society and brought her experience with that active organization.

Joining Barkelew and Jackson was an impressive group of public relations professionals, as was listed on the letterhead for the Task Force on Professionalism, chaired by Ann Barkelew, APR, and Patrick Jackson, APR.

Joe Epley, APR	NC	Mike Killian, APR	MI
Bill Fenton, APR	FL	Frank LeBart, APR	MA
Paul Forbes, APR	DC	Debbie Mason	FL
Bill Greener	IL	Sammie L. Puett, APR	TN
Mike Hesse, Ph. D., APR	AL	Chuck Werle, APR	IL
Barbara Hunter, APR	NY	Dorothea R. Willix, APR, PPAPR (past president of APR)	GA

This impressive group of PRSA leaders went on to become professionals with expanded national influence and leadership accomplishments to their own credit.

The task force's work was inclusive. They looked at ways to partner with other public relations and communications professional groups. Barkelew recalls at least one meeting "included a man from Canadian PRSA as well as the Florida representative because Florida sort of had its own PRSA. At another meeting, task force members also connected with the presidents of all the other public relations organizations because one of the goals was to make accreditation mean something across all organizations. A common exam, a common code of ethics, sharing resources and so on."

Ultimately their discussions led to 10 priority recommendations for PRSA leadership to consider. Those recommendations were:

1. Adopt a multi-tier professional progression track as a basis for society membership and activities.
2. Begin a substantial effort to promote accreditation.
3. Work toward forming one professional society.
4. Immediate efforts to gain understanding and support for the ethics code.
5. Support adoption of a common code of ethics.
6. Codify the public relations body of knowledge.
7. Open accreditation to non-members.
8. Put a senior staff executive in charge of professional development.
9. Revive a reconstructed PR Institute.
10. Develop and share tools, delivery systems, research and recognition.
11. Programs for management education in public relations.

Reading the recommendations 30 years later, we can see where PRSA has adopted ideas, in full or in part, from the subgroup's recommendations.

The group believed the accreditation process was solidly in place and provided a path for mid-level professionals to practice professionally, enhancing the image of public relations within the business community. They focused on what followed accreditation in professional progression, including licensure.

One outstanding outcome of the group's work grew into the creation of the College of Fellows over the next two years. Task force members were looking for a way to motivate senior professionals, to encourage membership and active participation within this important group. They recommended studying the potential of "fellow" status, specialty certification or similar programs to encourage professional progression.

As the concept of the College emerged, its members focused on energizing the best of the profession in a prominent way. Admission to the College was based on the individual's contributions to public relations practice and its body of knowledge. This has come to be known within the College as the "footprint" each person has left on our profession.

The first class was inducted in 1989, comprised of all previous Gold Anvil recipients.

Gold Anvil recipients are still automatically inducted as Fellows, even if they are not accredited. Consequently, you will occasionally see this format: name, Fellow PRSA.



Members of early classes were nominated by other PRSA leaders. For instance, Ann Barkelew was nominated by Larry Foster, APR. David Therkelsen, APR, was nominated by John Beardsley, APR. The nominee provided input on their career and accomplishments. Barkelew remembers that a small committee of College members reviewed applications to select new members. “The early form was extensive and we had a checklist of standards that each nominee had to meet,” she says. “In the interest of nominations not becoming a campaign for a nominee, we limited the number of support letters each person could include.”

In 1990, the College welcomed the first class of Fellows who were nominated, applied for and selected for membership.

*Right: Ann Barkelew is inducted into the College of Fellows in 1990. Chester Burger, the first Chair of the College of Fellows, and Larry Foster present Ann with her medallion and certificate.*

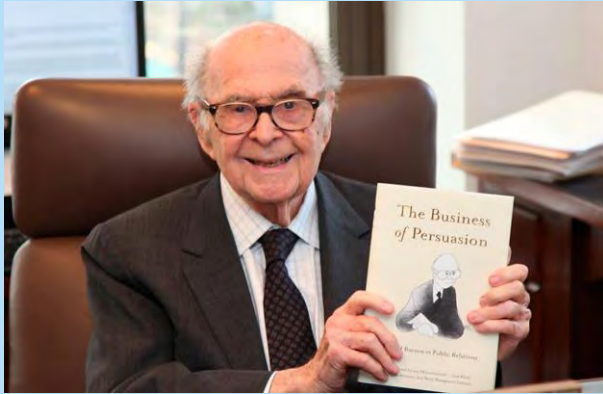


Over the last 30 years, the selection process has been revised to include the current rigorous application and screening process. Selection Committee members include the College’s current officers and additional members invited by the chair-elect, who chairs the committee. Applying allows applicants to review their careers introspectively and reenergize themselves to share the most important aspects of their professional lives. Their applications represent the footprint they have left on our profession and the body of knowledge which is the basis of our work.

Once the College was established, a question arose: What now?

Barkelew says, “The big dilemma was what to do with this group once it was established – other than a gathering each year for the induction of new Fellows. The idea developed to have Fellows be ‘counselors’ to PRSA members during the annual meeting. PRSA would give us a room and we would staff it. Members could sign up for ‘a half hour with a Fellow.’”

Thirty years later, mentoring remains the core value and emphasis of the College of Fellows. Serving as a mentor and role model is critical to gaining entrance to the College. Continuing that commitment to service is an expectation of membership. Annually, Fellows volunteer to staff mentoring sessions with attendees of the national fall conference. In addition to mentoring at the conference, the College has long had an ongoing mentoring program. This has taken a number of different forms over the years, including year-long mentorships with PRSSA students, mentoring New Pros, and working with PRSA members who seek career and professional counsel. Many Fellows mentor younger professionals at work, in their PRSA chapters, and public relations students attending nearby educational institutions.



On the occasion of the Fellows' 30<sup>th</sup> anniversary in 2019, Tony D'Angelo, who served as chair of PRSA in 2018 and chair of the College of Fellows in 2014, interviewed the legendary Harold Burson at Burson Cohn & Wolfe's New York offices just prior to Burson's move to his hometown of Memphis. At age 98, Burson is the only living member of the College of Fellows 1989 inaugural class. Tony D'Angelo reported that Burson "projected the humility, graciousness and no-nonsense insights that established him as the 'century's most

influential PR figure,' as written by PR Week in 1999." In 2017, Burson published "The Business of Persuasion," a memoir and industry guidebook.

A long-time supporter of PRSSA, Burson said "I find these college students are very dedicated and committed and we've hired a great number of them. I would say that our profession is a relationship profession; the more people you know, the more you can accomplish and the quicker you can accomplish it."

Burson also shared his views on the state of the profession and offered congratulations to the College of Fellows. Burson said, "I feel very indebted to PRSA because, when I joined in the late 1940s, [its] leaders took an interest in me and put me in very choice [volunteer] positions. I got to know people by volunteering to be on committees and task forces. If that had not happened, I would not have gotten on the track that I did."



*Left: Tony D'Angelo, past chair of the College of Fellows and PRSA, discusses PR, PRSSA, mentorship, and the College with Harold Burson, the only remaining member of the inaugural class of the College of Fellows.*

"Congratulations to the College of Fellows," Burson said with a smile, reflecting on the College's 30<sup>th</sup> anniversary. "It has recognized the accomplishments of truly productive and intelligent people, and it encourages the maintenance of high standards and professionalism."

## Capturing the History of the College of Fellows



In the course of celebrating its 30<sup>th</sup> Anniversary, the College of Fellows reached out to past chairs to capture major events during their tenures.

This input was the basis for the historic timeline of College of Fellows accomplishments (1989-2019) compiled by Margaret Ann Hennen, APR, Fellow PRSA, with the help of several College chairs.

For her work, Hennen was honored during the 2019 College of Fellows Induction Dinner in San Diego.

The College also reached out to all members who remain active to gain their insights into the public relations profession, changes they experienced during their careers and other information they wished to share. This document is meant to be a resource for future generations of Fellows and to shed some light on public relations practice during the first 30 years of the College of Fellows.

Today, the 350 members of the College of Fellows continue to leave their footprints on the public relations profession. They serve in a variety of roles, always considering themselves standard bearers for the professional practice of public relations and teachers of the next generation of professionals.



## PRSA College of Fellows: A Timeline

### 1986-1989

In 1986, PRSA established a task force on Demonstrating Professionalism in Public Relations. Task Force members later served as the 1987 committee on the future of public relations.



The Itasca Symposium brought together PRSA leaders, including chapter presidents, to discuss the Architecture of Professional Progression in Public Relations.

From the Symposium's work, a committee of prominent public relations leaders from across the country was formed to explore professionalism in public relations practice. Recommendations from this committee's work led to the creation of the College of Fellows and other enhancements to professionalize our profession.

The first College of Fellows class was inducted in 1989. The initial members were past Gold Anvil recipients. Fellow PRSA, a lifetime designation, was introduced. It appears after APR following a Fellow's name.

### 1990-1994

Mentoring, the College of Fellows flagship volunteer program, was formalized to include mentoring sessions at the PRSA fall conference, matching Fellows and young professionals for one-on-one sessions.

Additionally, members of the College of Fellows were individually matched with PRSA members in search of mentoring throughout the year. This initiative continued until the PRSA Career Center mentoring program began.

## 1995-1999

The GoodFellows program was created to coach applicants in the development of their applications.

Joan Capelin, APR, Fellow PRSA, organized and led GoodFellows; Vivian Hamilton, APR, Fellow PRSA, joined as an organizer several years later. Together they led the program for the next decade.



## 2000-2004



*College of Fellows Class of 2003*

Diversity, advocacy and professional development were top priorities. PRSA supported by the College of Fellows launched a national diversity initiative with three components: a diversity tool kit, more diverse news services and diversity experts.

The organization enhanced its efforts to promote ongoing, continuous diversity and inclusion, seeking to recognize and support more women, people of color and LGBT community members.

## 2005-2009

The 2005 class is the only one not inducted in the year it was selected. Hurricane Wilma swept into Miami, cancelling the PRSA International Conference and pushing the induction to Salt Lake City Utah during the next conference, sharing the induction with the Class of 2006.

The College of Fellows created an endowment to provide monetary support in perpetuity for senior-level programming and educational opportunities for all PRSA members. Because sufficient funds were not raised to create the endowment, members voted to dissolve this fund in 2009.

The College of Fellows annual luncheon program featured at least one senior-level public relations professional; attendance was exclusive to members. The last such luncheon was held during the Salt Lake City conference and featured the worldwide head of public relations for the Church of Jesus Christ of Latter-Day Saints.

The Fellows Master Class was added to PRSA's International Conference.

The College of Fellows Glossary was proposed.

The Outstanding Leadership Award was presented to Joan Capelin and Vivian Hamilton for their decade-long work with applicants through the GoodFellows program.

A College of Fellows LinkedIn group was our first online presence.



*College of Fellows Class of 2012*

## 2010-2014

The College of Fellows resumed on-site mentoring at the PRSA annual conference. Additionally, the College:

- Appointed Code of Conduct Task Force to review the need for a code and, if appropriate, recommend such a code for all Fellows to follow regarding ethics, integrity, and general conduct. This later became the College of Fellows Standards of Excellence.
- Strengthened connections with the Educators Academy, Educational Affairs Committee, and PRSSA.
- Working with the PRSA Educational Affairs Committee, created a plan to provide regional “Learning to Teach Programs for Fellows” and “Translating Your PR Experience to the Classroom.”

Mentoring was incorporated into the PRSA Career Center after computerizing the function to facilitate pairing mentors and mentees.

The College and PRSA New Professionals Section created a partnership to facilitate mentoring between professionals at both ends of their careers.

Grassroots democracy came to the College, with the introduction of a new voting process for officers.

All members received an email ballot and were able to vote on 2011 officers, with results announced at the 2010 annual meeting. (Previously, only members who attended the annual business meeting voted on officers.) The College of Fellows finalized and distributed their Standards of Excellence.



*College of Fellows Class of 2014*



## 2015-2019

The College of Fellows reemphasized mentoring as its “calling card” with Fellows as mentoring resources at all levels of PRSA – from PRSSA students to aspiring APRs to senior practitioners seeking to become Fellows. Additionally, the College revised the selection process to be more quantifiable. The College of Fellows online presence expanded to include Facebook, Twitter and Instagram.



The College introduced the SAGE Award to recognize mentoring by Fellows. Inaugural honoree Robin Schell, APR, Fellow PRSA, was recognized at the 2018 induction dinner in Austin, Texas.



Mentoring juniors and seniors in one Leadership in Public Relations class at the University of Alabama morphed into Aspire Higher Universities. Universities with PRSSA STAR chapter status competed to be among three universities where Fellows mentored selected juniors and seniors. The first universities selected were: Biola

University, located in La Mirada, California; Ohio Northern University in Ada, Ohio, and Texas Tech University in Lubbock, Texas. During the summer of 2019, three additional schools were selected for participation during the 2019-2020 academic year. The five PRSSA STAR chapters selected are from Brigham Young University, Fashion Institute of Technology, Kent State, Penn State, and the University of Oklahoma.

Another highlight of 2019 was the expansion of the partnership between the College of Fellows and PRSA New Professionals Section. The partnership includes mentoring, speaking at regional conferences, and working together on educational webinars and Facebook live sessions.

The PRSA College of Fellows Induction Ceremony and Dinner at the San Diego Marriott Marquis & Marina marked the culmination of a yearlong celebration of the College’s 30<sup>th</sup> anniversary.





## Pearls of Wisdom: The Insights of a Lifetime

In honor of the College of Fellows 30<sup>th</sup> Anniversary - and because the pearl is the gemstone for a 30<sup>th</sup> year celebration - Chair Geri Evans asked Fellows to submit a pearl of wisdom: a piece of advice given to them that they have shared with others. The pearls included here were received by our 30<sup>th</sup> Anniversary Induction Ceremony and Dinner.



Jill Alexander, APR, Fellow PRSA  
Class of 2012

"Be sure to spend as much time planning your career as you do your vacation. For most of us vacation lasts a week or two at the most. We sometimes spend an entire year planning a trip. Your career lasts 30 to 40 years, yet most people spend very little time planning their career journey."

Mary Deming Barber, APR, Fellow PRSA  
Class of 2003  
2012 College of Fellows Chair

"My parents taught me to treat others as you wish to be treated. It's a fairly simple statement but it is my North Star and something I encourage others to do. Thinking of how many problems would be solved if we all treated each other with kindness and honesty - AND always say please and thank you."





Don Bates, APR, Fellow PRSA  
Class of 1999

“Out of sight, out of mind. Therefore, be seen, be known, participate, share, give back, lead. It’s time-consuming work, but the payoff is well worth the effort.”



Carolyn Bobo, APR, Fellow PRSA  
Class of 2001

"A lifelong lesson for me and one I have passed on to others throughout my coaching and teaching careers: ‘Never stop learning, stay involved with all generations, share your knowledge and experience.’"

M.J. Clark, APR, Fellow PRSA  
Class of 2016

"I was explaining to one of my first supervisors why something could not be done. He looked at me and said, 'No excuses, M.J., just make it happen.' That simple and powerful statement has served me well in PR and in life."



**John Cook, APR, Fellow PRSA  
Class of 1994**

"What is the secret to effective communication? It's simple. Accentuate the positive. Eliminate the negative. Latch on to the alternative. And, don't mess with 'Mr. In-Between.' And when my mentees have asked about professional advancement, I encourage them to use the tools of our profession and society to give service to those organizations that serve others."



**Gerard Francis Corbett, APR, Fellow PRSA  
Class of 1998**

"Mark Twain's wisdom is down home and unmatched. One quote in particular has been an important guide for me throughout my career. 'Find out Where Everyone is Going and Get There First.' You can't go wrong with that as a benchmark for life!"

**Amy Thornton Coward, APR, Fellow PRSA  
Class of 2014**

"Put yourself out there. Say YES to some things even if you're unsure you can do them. You'll surprise yourself, and it will be so rewarding."





**Daniel Dunne, APR, Fellow PRSA  
Class of 2018**

“Never be afraid to step outside your comfort zone to take on new and exciting opportunities. In my more than thirty years in the communications profession, it has been the new and challenging situations that have helped me the most, enriched my skills, and led to greater job satisfaction.”

**Geri A. Evans, APR, Fellow PRSA  
Class of 2014  
2019 Chair, College of Fellows**

“Leave the campsite better than you found it.’ This family motto, first created by my parents who were long-time scout leaders, grew in meaning and significance as I got older. It became a simple, beautiful statement about living and working and being: Was something or someone better because you were involved? Did you do or say or demonstrate something that left a positive impact, that made it better? I think it is our calling in life and certainly is at the heart of being a Fellow.”



**Cathryn Gibbs Harris, APR, Fellow PRSA  
Class of 1997**

“May you have the courage to stand by your convictions and let them guide your conduct; always be kind in thought, word, and deed; maintain your morals, ethics, faith, sense of humor, and common sense; be eager to share your knowledge and talent with others (mentor); and, most important, thank God for each and every day.”





**Kirk Hazlett, APR, Fellow PRSA  
Class of 2009**

“Early in my career, I watched my supervisor live and breathe ‘caring.’ He had an amazing ability to sense when someone needed reassurance. I have tried to do the same with my students wherever I have taught. I try to ‘be there’ unobtrusively to answer questions or simply offer reassurance that everything will be all right. It matters.”

**Margaret Ann Hennen, APR, Fellow PRSA  
Class of 2009**

"Spend the first six months as a new manager listening actively while resisting making changes. Listening builds trust with your employees, especially when they see their ideas incorporated into the changes you do make to build the professionalism of the department."



**Barbara Kerr, APR, Fellow PRSA  
Class of 2015  
2019 College of Fellows Chair-elect**

“For my career and my life – my pearl can be summed up in two words: Say yes. When you have an opportunity to try something new, say yes. If it succeeds, you’ll learn. If it doesn’t turn out as you hoped, you will still learn. When you look back at your career, I truly believe that you won’t regret the things you tried. You will think about the opportunities you didn’t seize – for whatever reason. Embrace every opportunity to learn, serve, inspire others and #aspirehigher. Say yes.”



**Rose McKinney, APR, Fellow PRSA Class of 2014**

"Polite Persistence Pays Off is a fun alliteration, but it's also an encouraging reminder that in public relations we have to keep moving forward on behalf of our clients and employers. Whether it was media relations early on in my career or starting Pineapple later on, I am continually reminded that positive outcomes are the result of being polite and being persistent. This is advice I share with my agency team, with my clients and with my students because it acknowledges that the hard work takes time but is well worth it."



**Mickey G. Nall, APR, Fellow PRSA Class of 2009  
2013 PRSA Chair and CEO**

"Something I was told very young and it has really been useful to me all these years: 'It's not really about work-life balance; it's about finding your work-life harmony.' So, work hard and play harder!"



**Janet Oppenheimer, APR, Fellow PRSA Class of 2007**

"Never be happy with the status quo. PR changes continually and at mega speed. Learn something new. Go after your APR. Attend a conference with enthusiasm and vigor. Ask for help from a PR colleague who has a skill that you lack. Volunteer. Challenge yourself professionally and PRSA will be there for you – it has been there for me."

**Paula LeClaire Pedene, APR, Fellow PRSA  
Class of 2015**

“Read about Pat Jackson, his work and what he did to strengthen our profession. He encouraged me to join Public Relations Society of America (PRSA) and offered to sponsor me (at a time when that was required). He told me to get involved. I did and it changed my life. The pearls have multiplied while a member of this organization. The friends and professionals I have met have touched my life in priceless ways because Pat Jackson, a pearl himself, simply asked me to join.”



**Tim Penning, Ph.D., APR, Fellow PRSA  
Class of 2018**

“Your reactions to the situations in life will be far more important than the situations themselves. This got me through many crises or challenges with confidence, integrity and grace. I share this with my students and mentees constantly because it is at the heart of how they will be perceived throughout their lives.”

**Philip Poole, APR, Fellow PRSA  
Class of 2018**

“Early in my career, a valued colleague and mentor told me to remember that ‘the devil is in the details.’ That wisdom has served me well through the years, and I always try to share it as I mentor students and young professionals.”





Deborah Radman, APR, Fellow PRSA  
Class of 2014  
2017 College of Fellows Chair

“Wisdom shared by a mentor early in my career: Gratitude is the Root of Happiness. Be grateful for everything that comes your way professionally. Take as much advantage of opportunity as you can and be thankful for it every day. Through gratitude you will see your path to aspiring higher and being part of something bigger.”

Dave Remund, Ph.D. APR, Fellow PRSA  
Class of 2015

"Years ago, a mentor reminded me that working in PR means always being in the middle – in the middle of an issue, in the middle of a difference of opinions, in the middle of helping foster change, in the middle of developing or refining a certain strategy, in the middle of launching a new initiative, and so on. We chose this profession or were drawn to it because we like being 'in the middle.' It's important to keep perspective and to remember that lasting change requires lots of time spent in the middle.”







Steven Seekins, APR, Fellow PRSA  
Class of 1993  
2015 College of Fellows Chair

"In your developing career, it's all about drawing circles and lines. Draw circles around the things you love doing and want to do more of - and draw lines through the things you hope you never have to do again."

Jaron Terry, APR Fellow PRSA  
Class of 2016

"Be authentic. Do what you say you'll do; do it right the first time; do it on time; and do unto others as you want them to do unto you. Keep it real, baby!"



Ana Toro, APR, Fellow PRSA  
Class of 2016

"Many years ago, I learned this phrase: What would Bernays have done? Bernays was a man I had often studied. Not only did he define the public relations counselor role, he also wrote the first book on public relations and taught the first public relations class at a university. His imagination was bigger than himself. He came up with the concept of third-party endorsements. Isn't that what we call influencers today? Remember his famous words: 'We are governed. Our minds are molded. Our tastes are formed. Our ideas are suggested largely by people we have never heard of.' Isn't that us? So the next time you are challenged, remember: What would Bernays have done?"

**Marisa Vallbona, APR, Fellow PRSA  
Class of 2008**

“The best advice I was ever given for my career was to approach every situation asking myself the question: how can I be of service? When you put others first and focus on how you can help them instead of what you can gain from the interaction, it creates positive energy, creativity and goodwill that breeds success for everyone involved. Here’s to decades of success for future PRSA College of Fellows inductees!”



**Mary Beth West, APR, Fellow PRSA  
Class of 2017**

"In all that you do, reflect honor, truth, integrity, care, and that Tennessee Volunteer spirit of serving others... This pearl of wisdom is what I've always witnessed in the life and contributions of my good friend and mentor, Dwayne Summar, APR, Fellow PRSA (1988 PRSA National President)."



**Olga Mayoral Wilson, APR, Fellow PRSA  
Class of 2014**

“Mentors have been a blessing in my life everywhere I go. In Hawaii many moons ago, when trying to find my way to a job in a new culture I was given this pearl of wisdom: Patience and Persistence. It continues to be so valuable and since then I share with my students, my colleagues and my nephews, nieces and offspring. Life is good!”



## In the Words of Our Colleagues: The College of Fellows at 30

1990-1994

Dr. Dean Kruckeberg, APR, Fellow PRSA  
Class of 1990

Professor, Department of Communication Studies  
University of North Carolina at Charlotte

Residence when inducted: Iowa  
Current residence: North Carolina

Describe a day in your professional life close to your  
induction.

Professor, chapter and national faculty advisor to PRSSA

Since the early 1990s when you were inducted, how has the  
perception of public relations changed for other business  
functions?

The basic mission, goals and many objectives have remained the same, at least to a large extent.  
Channels of communication have changed immensely.

What's the best advice related to public relations practice you received?

Have proficient technical and tactical skills, which will earn you your first job; learn, understand  
and continually develop, not only technical and tactical KSAs, but strategy and the mission of  
the role and function of public relations.

Who was/were your mentor(s)?

Harold Kurtz, public relations director of Lutheran General Hospital, and Dr. Albert Walker,  
professor at Northern Illinois University. Undergraduate professor Margaret Garland provided  
the foundation to my journey in public relations.

Today and tomorrow

We must remain vigilant to protect the discreet role and function of public relations as an  
essential professionalized occupation in an incredibly complex world that has become global,  
yet will remain multicultural, in its social, political, economic and cultural dimensions.



Joel A. Strasser, APR, Fellow PRSA  
Class of 1991

President, Strasser & Associates, Brick, NJ  
Residence when inducted: New York  
Current residence: New Jersey



**Describe a day in your professional life close to your induction.**

I was working with my client, the Northeast Solar Energy Center (NESEC), on our [1989 Silver Anvil] application for a program we called, “Operation Sun Power,” which essentially described our efforts to implement the nation’s very first program designed to commercialize solar energy installations. By detailing our step by step procedures and showing the direct relationship between our solar PR activities, along with their corresponding increase of HUD grant requests, we went on to win one of the 1989 Silver Anvil awards, using our access to the Internet to provide educational information about solar, word processors to communicate our effectiveness and to write our various documents proving the program’s benefits and results.

**Since the early 1990s when you were inducted, how has the perception of public relations changed for other business functions?**

Since 1990, the role of technology as an aid to practice management, communications and implementation, as well as the need for using public relations techniques to aid in the marketing of technology products and systems has dramatically increased. As the individual who founded and chaired PRSA’s national Technology Section, I probably also created technology communications as a then-new PR specialty and practice category. Creation of the Technology Section, along with training, adoption and utilization of emerging practice tools has probably sped up the influence of technology on countless white-collar business activities. The PRSA Technology Section was founded in 1985 and continues to this day with over 300 members.

**What’s the best advice related to public relations practice you received?**

Be honest, creative, innovative and aggressive – four guidelines I’ve used to help further my career along with others I had hoped to influence.

**Who was/were your mentor(s)?**

Carl B. Lewis, Senior Vice President at Hill & Knowlton, to whom I reported for most of the 15 years I was employed by Hill & Knowlton.

**Today and tomorrow**

Since retirement, as a volunteer past New Jersey state president of the Hearing Loss Association of America, I’ve handled all public relations and public information functions. I continue to serve on the PRSA Technology Section’s Executive Committee. For my career as a multi-disciplined technologist and communicator, a writer and strategist, I was recently awarded a lifetime achievement award in communications by the Who’s Who organization.

**Jeannette E. Paladino, APR, Fellow PRSA  
Class of 1992**

Paladino previously served as principal and founder of Belmont Communications and principal at the Paladino Company. She noted: "I don't like the word 'retired.' I still do occasional projects and have an active professional and social life."

Residence when inducted: New York City  
Current residence: Sarasota, Florida

**Describe a day in your professional life close to your induction.**

I have wonderful memories of the days when I was an active participant in PRSA. President of the NY Chapter, chair of the tri-state conference, chair of a Professional Services conference, chair of the International Conference held in NY in 1983. One of the most fun activities was serving as a delegate to the annual Assembly meeting held during the annual PRSA conference. I made many friends from chapters around the country, and sometimes we teamed up to try and make changes in PRSA that we felt were vital to moving the profession and PRSA forward.

**Who was/were your mentor(s)?**

Many PRSA members were not only friends but had a great influence on my career and PRSA activities. To name just a few: Elias "Buck" Buckwald, John Paluszek, Dave Bicofsky, Barbara Hunter, Harold Burson, Richard Detwiler, Jack Leach, Richard Newman — and list goes on.



1995-1999

Frederick W. Morgan, APR. Fellow PRSA  
Class of 1996

Retired (after serving as manager of public affairs for Jacobs Engineering Group and public affairs officer for the U.S. Air Force)

Residence when inducted: New Mexico

Current residence: Colorado

**What does being a member of the College of Fellows mean to you?**

It puts me in a better position to serve our younger PRSA members - as a leader, mentor and the chapter's corporate memory.

**What's the best advice related to public relations practice that you ever received?**

No interview is over until the reporter is in his or her car and on the way home. Don't be fooled by the closing notebook, small talk while waiting for the elevator or the pregnant pause. And if you don't want to read it in the newspaper, see it on TV, hear it on the radio or read it on someone's social media platform - then don't say it!





Gerard Francis Corbett, APR, Fellow PRSA  
Class of 1998  
2012 Chair and CEO, Public Relations Society of America

Chair, CEO and Chief Content Officer, Redphlag LLC

Residence when inducted: New Jersey

Current residence: California

**Describe a day in your professional life close to your induction.**

Ten- to twelve-hour days, Head of brand and PR for Global electronics company headquartered in Japan, Designing and building global presence on the world wide web and semi-automating global customer service.

**What does being a member of the College of Fellows mean to you?**

Personal best.

**What's the best advice related to public relations practice that you ever received?**

It's not about you but the people you serve



**Lowell F. Ludford, APR, Fellow PRSA  
Class of 1998**

Retired (after a 30-year career with the 3M Corporate Public Relations Department)

Residence when inducted: Minnesota  
Current residence: Minnesota



**Describe a day in your professional life close to your induction.**

I was inducted following my retirement (December 31, 1996), at which time I was a Regional Public Affairs Manager in the 3M Corporate Public Relations Department, located at 3M Center, Maplewood, Minnesota. I had a supervisor who reported to the Director of the Public Relations Department. In addition to regional public affairs responsibilities I was heavily involved in environmental matters and various types of crisis communications. My typical day at that time might have involved attending a meeting on an environmental issue (broadly speaking), a telephone conversation with a 3M manufacturing facility manager located somewhere in the United States, preparing a document on a computer or dealing with a couple of e-mails and perhaps planning a business trip to a 3M facility, as well as doing the mail.

**What does being a member of the College of Fellows mean to you?**

Being a member of the College of Fellows means to me that I reached the highest level of professional achievement in the field of Public Relations.

**What is the best advice related to public relations practice that you ever received?**

The best advice I ever received related to public relations practice is be honest and tell the truth.

**What is the most surprising thing that happened in your career?**

Several surprising things happened during my 30-year 3M public relations career. One thing that sticks out now because it still is surprising is this: Of all the possible communications professionals, managers and executives in the company, I was selected to secretly and quickly develop and implement alone the worldwide announcement of an historic event in company history that would affect the lives of thousands of employees.

**Barry Wanger, APR, Fellow PRSA  
Class of 1998**

Retired (but still working on a few freelance projects after serving as President and Founder of Wanger Associations)

Residence when inducted: Massachusetts

Current residence: Massachusetts

**Describe a day in your professional life close to your induction.**

I was heading a 3-person public relations agency in 1998, probably billing about \$250K. My technology was limited to an iMac, Microsoft word, and a fax machine. As a small agency, my typical day involved pitching the media, developing public relations strategies, and contacting current clients at the time.



**What does being a member of the College of Fellows mean to you?**

Being a Fellow strengthened my confidence in my own professional expertise and enhanced my position as a leader in the Boston public relations community.

**What is the best advice related to public relations practice that you ever received?**

Learn as much as possible about your client's business and industry.

**What is the most surprising thing that happened in your career?**

Being called in to handle the crisis communications for the largest art heist (Isabella Stewart Gardner Museum) without having any previous experience in crisis communications.

**Today and tomorrow**

Actively participating in PRSA for over 40 years has been great personally and professionally. Developed great friendships, professional development invaluable, and a source of great business leads.

2000-2004

**Karen Fuson Buchsbaum, APR, Fellow PRSA**  
Class of 2000

Retired (after a career including healthcare communications)

Residence when inducted: Florida

Current residence: Florida

**What is the most rewarding thing about being a Fellow?**  
To be in the company of such stellar professionals; it is truly an honor.

**What do you know today that wish you'd known when you started your career?**

More about how to manage the impact of "politics" (meaning inter-corporate, etc.) and personal relationships that can and do impact business decisions, regardless of what's good for the organization.

**What's the best advice related to public relations practice that you ever received?**

Always do the right thing.

**Today and tomorrow**

I wish I had been involved earlier in my career so I could have been more involved. Thanks for all you do!





Vivian Hamilton, APR, Fellow PRSA  
Class of 2000  
2005 Chair of the PRSA College of Fellows

Retired (after serving as Communications Manager of Alaska Mental Health Trust)

Residence when inducted: Alaska  
Current residence: Alaska



**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

I thought it would be similar to getting my APR credential. I had no idea that I could/would have so many opportunities to serve PRSA and give back to the profession through the College.

**What is the most rewarding thing about being a Fellow?**

Helping others apply for Fellowship through GoodFellows. Joan Capelin and I worked together for 5-6 years as co-chairs and I thoroughly enjoyed it, even those times when I was ripping my hair out over deadlines.

**What do you know today that wish you'd known when you started your career?**

I started my career as a journalist then moved to public relations. I'm glad it worked out that way because journalism provided me with solid writing skills. I wish I had taken more courses in college to help me with the planning aspects of our profession. I'm grateful I joined PRSA where I could learn these skills and others from my colleagues.

**What's the best advice related to public relations practice that you ever received?**

A very wise mentor told me once that I should never let my department's budget grow too large or it would become the target for reductions. She suggested that if a department manager came to me for help with a communication project that I insist the manager use his/her department funds to pay for the project. She was right. Throughout my corporate career the public relations budget was always scrutinized heavily by other managers.

**Today and tomorrow**

I hope the Fellow PRSA credential remains a much-sought-after honor and not a box to tick off on one's resume. The College does not rubber stamp applicants nor does it blackball applicants. Each Fellow has been recognized on the consequences of a career of quality, professional work and service to our profession. I hope it always remains that way.

**Carolyn G. Bobo, APR, Fellow PRSA  
Class of 2001**

Retired (after serving in marketing/communications for the University of North Texas System)

Residence when inducted: Texas

Current residence: Texas

**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

The College seemed a bit mysterious, and I wasn't entirely certain what Fellows did as a group, beyond their activities at PRSA conferences. But I respected many Fellows I met over the years and valued their achievements, advice and friendship, and was thrilled to be allowed to join them. At times, I've thought the Fellows were not well-promoted within PRSA, but I'm happy to see the current focus on mentoring and expanded promotions at ICON.

**What is the most rewarding thing about being a Fellow?**

Celebrating the career and community achievements of myself and the other Fellows; I personally have encouraged friends I've made through PRSA to apply and participate, because I want them to be honored for their successes and for dealing with budget hassles, difficult executives, aggressive media, demanding coworkers...and the many wonderful people, organizations and publics who benefited from their work. Our society values credentials and achievement. I am always pleased and proud to use Fellows status as an opportunity to promote public relations, PRSA and my fellow Fellows, especially with others who are unaware of the profession.

**What do you know today that wish you'd known when you started your career?**

Don't do PR until you are at least 30 years of age and have dealt with Real Life.

**What's the best advice related to public relations practice that you ever received?**

Never stop learning, stay involved with all generations, share your knowledge and experience.



**Linda P. Walton, APR, Fellow PRSA  
Class of 2001**

President, The Walton Group, Inc.

Residence when inducted: Utah

Current residence: Utah

**What is the most rewarding thing about being a Fellow?**

I had been involved with the Society of Professional Journalists all through school and then as a journalist. As I switched careers, it was good to have a fraternal association.



**Today and tomorrow**

Many things have changed since I graduated in 1976. No internet, cell phones, etc. at that time. I do wish that PRSA would focus on continuing education to keep professionals up to speed with changes in the industry and/or isolation. I graduated with a degree in Journalism with a PR focus. Now, as a faculty member in the Communication Department at Utah Valley University, there is a larger gap between journalism and public relations – hence the problem. We're in this together. Ethics should know no boundaries.

Nancy Wiser, APR, Fellow PRSA  
Class of 2002

President, Wiser Strategies

Residence when inducted: Kentucky

Current residence: Kentucky

**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

For me, it was a personal goal, to demonstrate to myself that I had reached a higher level of performance and achievement consummate with my years of experience and education. It continues to be a both a source of humility and pride that I am in such an esteemed group.



**What is the most rewarding thing about being a Fellow?**

The confidence it brings me as a professional. Most people outside our profession do not know what it means, so it is less an external value than an internal one.

**What do you know today that wish you'd known when you started your career?**

The impact of communication on the success of any organization, or, indeed, society as a whole. It is even greater than I realized in the beginning.

**What's the best advice related to public relations practice that you ever received?**

That communication is a behavioral science. Sometimes that gets lost in the mix.

**Today and tomorrow**

After 37 years as a public relations professional, I continue to learn and to be challenged by our profession. Changes in technology require us to adapt by using the art and science of communication, which changes little over time.



Mary Deming Barber, APR, Fellow PRSA  
Class of 2003  
2012 Chair of the College of Fellows

President, Food PR & Communications; President,  
The Barber Group

Residence when inducted: Alaska  
Current residence: Washington

**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

I knew the Fellows were active in mentoring and was looking forward to doing even more work in that area. My leadership experience with Fellows has opened my eyes more to the volume of work individual Fellows have accomplished. Additionally, I've created so many wonderful relationships with young people through mentoring and fellow Fellows, it's been a great experience.



**What is the most rewarding thing about being a Fellow?**

I have to say the gratification of being part of this exclusive group that recognizes the hard work and accomplishments of professionals is almost as rewarding as working with the students and young professionals through my experiences as a mentor. It's really nice to have people ask about Fellows and when they learn what it means to see that understanding on their faces that means they realize I must be accomplished.

**What do you know today that wish you'd known when you started your career?**

I wish I had known about all the opportunities to learn, share and grow as a professional. I have a liberal arts degree so had to discover a lot of things on my own. I won't trade that education for anything as I have that expert training, but those who majored in public relations or related fields have the advantage of more specific training and understanding I didn't have.

**What's the best advice related to public relations practice that you ever received?**

Build a network of professionals who can help you to grow and learn in your field. Nurture that relationship and help build the professionals coming behind you.

**Gene L. Hall, APR, Fellow PRSA**  
**Class of 2003**

Director of Communications for Texas Farm  
Bureau (plans to retire at the end of 2019)

Residence when inducted: Texas  
Current residence: Texas

**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**  
I considered the College of Fellows an elite group of practitioners and mentors. I still do.



**What is the most rewarding thing about being a Fellow?**

That I am often asked to help younger practitioners and students. It also gives me a bit more credibility when I have to be the “let’s think about this” guy in the room.

**What do you know today that wish you’d known when you started your career?**

I would like to have known how rapidly the profession would change and how the means of direct communication with publics would so radically advance.

**What’s the best advice related to public relations practice that you ever received?**

- 1) Don’t get overwhelmed by technology. This is still, and will always be, a people business.
- 2) You communicate by what you DO.

**Today and tomorrow**

Becoming a PRSA Fellow is one of the greatest honors of my career.

**Edward R. Albanesi, APR, Fellow PRSA**  
**Class of 2004**

Retired (after serving as associate director of public relations for the Florida Farm Bureau; currently serving as a community columnist for Totally St. Augustine)

Residence when inducted: Florida  
Current residence: Florida

**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

To be honored for service to the profession and that's what happened.

**What is the most rewarding thing about being a Fellow?**

See my previous answer.

**What do you know today that wish you'd known when you started your career?**

To be more patient and understanding of people who seem like idiots.

**What's the best advice related to public relations practice that you ever received?**

Hone my writing skills.

**Today and tomorrow**

Since my retirement in 2013, social media has become a monster. I would have to hone my skills in this area if I ever decided to resume practice. Don't think our profession has ever seen such rapid change like this before.



**Deborah Radman, APR, Fellow PRSA  
Class of 2004  
2018 Chair of the College of Fellows**

CEO, Radman Communications LLC

Residence when inducted: Colorado

Current residence: Colorado

**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

I didn't think I'd be selected.

**What is the most rewarding thing about being a Fellow?**

Making great friends and being inspired by knowing them.

**What do you know today that wish you'd known when you started your career?**

I would have tried to envision it better and be more methodical about it. When I started, I had no clue about the business and I found my mentors by accident.

**What's the best advice related to public relations practice that you ever received?**

Giving and being of service doesn't mean that we don't ask for help. Giving means that we ask for help so that we can better give to others.

**Today and tomorrow**

Learning to develop one's ability to lead, live and work with the utmost integrity, tap into intuition, and have courage to take risks and do the right thing, are the underpinnings of aspiring higher.





2005-2009

Erik Johnson, APR, Fellow PRSA  
Class of 2005

Retired (Senior Principal, Emeritus, Borshoff)

Current residence: Indiana

**What do you know today that wish you'd known when you started your career?**

The importance of writing excellence and well-practiced organizational abilities.

**What's the best advice related to public relations practice that you ever received?**

Your good reputation is your most important attribute. Your work and values must always reflect and enhance your reputation.

**What would you like to see Fellows accomplish in the next five years?**

Continue to build awareness of its importance and maintain the strictest standards for entry.



**Debbie A. Mason, APR, Fellow PRSA  
Class of 2005**

CEO, Healthcare Foundation, Northern Sonoma  
County; President, Strategists, Inc.

Residence when inducted: Florida  
Current residence: California

**What do you know today that wish you'd  
known when you started your career?**

I wish I had known more about the international  
opportunities in our career and pursued those when  
I was young!



**What's the best advice related to public relations  
practice that you ever received?**

See the bigger picture and do what's right for all concerned. You are going to fail sometimes, but  
always come back to this as a centering principle.

**Today and tomorrow**

The fellowship of those involved in the Fellows has brought a lot of meaning and joy to me  
professionally and personally during my career.

Bob Ross, APR, Fellow PRSA  
Class of 2005

Semi-retired

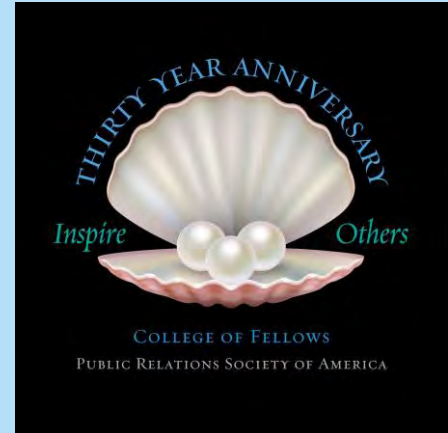
Residence when inducted: Florida  
Current residence: Florida

**What do you know today that wish you'd known when you started your career?**

I had an internship with Allen Center, VP-Public Relations, Motorola in Chicago. My actual summer job title was "manager, public opinion analysis." Suffering from excessive modesty, I thought the title was a bit over the top and put only "summer intern" on my resume. This was a mistake.

**What's the best advice related to public relations practice that you ever received?**

Always carry a pen with you so that you can write down something important if you need to.



Jimmy Martin, APR, Fellow PRSA  
Class of 2006

Retired

Residence when inducted: Georgia

Current residence: South Carolina

**What do you know today that wish you'd known when you started your career?**

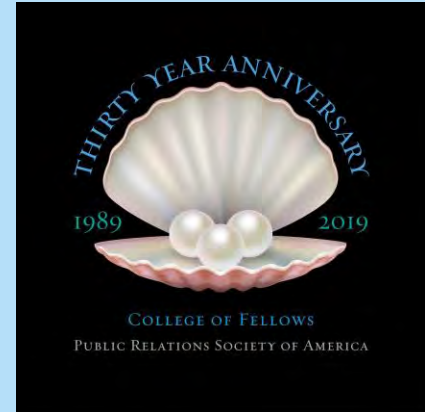
How important it is to mentor others. I was mentored by some of the best.

**What's the best advice related to public relations practice that you ever received?**

Integrity. "How would you feel if your actions were splashed 8 columns across the top of the daily newspaper?" Today, that would include top-rated in the Google search of my name.

**What would you like to see Fellows accomplish in the next five years?**

Survive, thrive, mentor, grow





**Diane Slaughter, CAE, APR, Fellow PRSA**  
Class of 2006

Owner, Homestead Communications

Residence when inducted: West Virginia  
Current residence: West Virginia

**What do you know today that wish you'd known when you started your career?**

Don't be afraid to take chances, and always be open to unexpected possibilities.

**What's the best advice related to public relations practice that you ever received?**

Tell the truth.

**What would you like to see Fellows accomplish in the next five years?**

Promote the foundational APR.



**Scott Hanson, APR, Fellow PRSA**  
Class of 2007

President of HMA Public Relations; Executive Committee of  
Public Relations Global Network

Residence when inducted: Arizona  
Current residence: Arizona

**What do you know today that wish you'd known when you  
started your career?**

How much technology and social media would change our industry.

**What's the best advice related to public relations practice that you ever received?**

You have to treat others as you want to be treated. Pay your bills. Stand behind your team. Do what's right.



**BJ Whitman, APR, Fellow PRSA  
Class of 2007**

Principal, BJW Public Relations

Residence when inducted: Hawaii

Current residence: Washington

**What do you know today that wish you'd known  
when you started your career?**

In general, life does not change that much. Maybe new tools, but human nature remains the same.

**What's the best advice related to public relations  
practice that you ever received?**

Always report back to a reporter's inquiry within 24 hours.

**What would you like to see Fellows accomplish in the next five years?**

I would like to see Fellows more integrated into all sections of the society. There is so much expertise that could be shared for those who wish to do so. For example, possible liaisons to Districts, Sections, etc.



**Judy Parker, APR, Fellow PRSA  
Class of 2008**

Principal, Flair Communication LLC (mostly retired but still do a few things)

Residence when inducted: Georgia  
Current residence: Georgia

**What do you know today that wish you'd known when you started your career?**

I expected to learn from the best and share ideas with the best.  
I think it happens but only with those I know well.

**What's the best advice related to public relations practice that you ever received?**

Everything I learned from Pat Jackson was great.

**Today and tomorrow**

I am surprised at the amount of recognition I have received. I need a better way of staying connected.



**Richard (Rick) Batyko, APR, Fellow PRSA  
Class of 2009**

Executive Director, Marketing and Communications,  
YMCA of Greater Cleveland

Residence when inducted: Ohio

Current residence: Ohio

**What do you know today that wish you'd known  
when you started your career?**

I wish I would have been less introverted when it came to reaching out to senior practitioners. Eventually I overcame the deficiency. Today, I encourage young professionals to not be intimidated by those who have more experience. In this profession, we believe in mentorship and enjoy giving back by sharing our knowledge and experience.



**What's the best advice related to public relations practice that you ever received?**

There is no alternative to the ethical practice of public relations. There is right and there is wrong – there is no gradient between those two extremes.

**What would you like to see Fellows accomplish in the next five years?**

I would like for PRSA as well as other communications associations to recognize the Fellow label as a mark of excellence. Within PRSA, it should be a goal all members hope to achieve in their careers. We are making progress, for sure, but we have a ways to go.



2010 – 2014

Jane Dvorak, APR, Fellow PRSA  
Class of 2010  
2017 Chair, Public Relations Society of America

Owner/President, JKD & Company

Residence when inducted: Colorado  
Current residence: Colorado

**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

I expected membership in the College of Fellows to provide another level of opportunity to advocate for the profession, serve as an ambassador for the Society. Reality: I think I have been able to advocate on behalf of the profession and Society in my leadership roles and likely will always continue to do so.



**What's the best advice related to public relations practice that you ever received?**

Your integrity/reputation are your greatest assets, remain true to yourself, uphold high ethical standards and ensure that your clients do, too. Never be a “yes” woman. (Be honest in your counsel at all levels even if it is difficult advice to hear.)

**What would you like to see Fellows accomplish in the next five years?**

Solid advancement of the Society to diverse populations at the point of entry (high school, career fairs, etc.). Stronger understanding of the credential and its value (this could also transcend to APR). We need practitioners to “want” this credential whether they are in PRSA or not to elevate our practice overall and increase participation in PRSA/our programs/resources.

**What is the most surprising thing that happened in your career?**

Becoming PRSA National Chair (who would have thought!?), winning a Silver Anvil and being inducted into my alma mater's Hall of Fame.

**Julie B. Fix, APR, Fellow PRSA**  
Class of 2010  
2017 Chair of the College of Fellows

Instructional Assistant Professor, Director of Undergraduate Studies, Valenti School of Communication, University of Houston

Residence when inducted: Texas  
Current residence: Texas



**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

Before induction I believed the College of Fellows to be a group of like-minded, senior-level professionals who take pride in the professional and their practice of it and who were interested in giving back. I think it aligns with reality very well.

**What's the best advice related to public relations practice that you ever received?**

I've not received a whole lot of advice about the practice of PR specifically, although I've gotten a lot of advice in general and picked up on a lot of "best practices" for PR through my teaching. I suppose I was guided most by one of my dad's "wisdoms" that can be summed up by: "Always give it your best shot, every day, in everything."

**What would you like to see Fellows accomplish in the next five years?**

In the next five years, I'd hope that we would be able to get the PRSA mentoring program functioning fully through the PRSA website.

**What's the most surprising thing that happened in your career?**

The most surprising thing in my career is that I became a college professor. (I think it shocked a lot of others, too.)

**John Forde, APR, Fellow PRSA**  
**Class of 2010**

Professor, Department of Communication, Mississippi State University

Residence when inducted: Mississippi  
Current residence: Mississippi

**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

I really didn't have many expectations other than the honor. It has come to be more like a family reunion each year. I respect the other members greatly and consider many of them to be among my closest friends. I look forward to the banquet each year.



**What's the best advice related to public relations practice that you ever received?**  
Keep on learning and let others help you. Obviously, it's also very important to always be honest.

**What would you like to see Fellows accomplish in the next five years?**

I would like for us to keep more connections to the others between the conference each year.

**What is the most surprising thing that happened in your career?**

I have been very blessed by various honors. One thing that has been very surprising in the last 30 years has been the huge increase in technology.

**Jodi Horton, APR, Fellow PRSA  
Class of 2010**

President, IDEAS @ Work Inc.

Residence when inducted: Arizona

Current residence: Arizona



**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

I was so very pleased and proud to be inducted into the College of Fellows! I applied for membership because I anticipated that this would provide a vehicle to give back to my profession in a meaningful way after a long and successful career on both coasts. [I have been asked] to provide drop-in mentoring at the international conference for two years running and am still in touch with [one] individual, who is doing very well indeed. I have actively sought local opportunities to interact with students and mentor newbies to the profession. However, the synergy of doing this under the umbrella of a prestigious subset of PRSA is lost, and I am no longer in a position to travel the country to seek opportunities to serve.

**What's the best advice related to public relations practice that you ever received?**

Remember that members of our profession are many times in a position to change the world. As a result, we must be bound by the strictest personal code of ethics and we must be bold in encouraging our employers and clients to be similarly bound.

**What would you like to see Fellows accomplish in the next five years?**

I would hope that being a Fellow would become more than an honorary title or a recognition of things past. We ARE in a position to change our profession for the better but we need the bully pulpit of our national PRSA organization...specifically, valuing the APR as the basis for moving up.

**What is the most surprising thing that happened in your career?**

It was a wonderful surprise to discover how many ways my public relations skills would benefit me in a career that has spanned traditional practice, non-profit organization management, hospital administration, crisis management and, now, consulting with occupants of the C-Suite! I love my job!

**Philip Tate, APR, Fellow PRSA**  
Class of 2012  
2016 Chair of the College of Fellows

Senior Vice President, Luquire George Andrews (LGA)

Residence when inducted: North Carolina  
Current residence: North Carolina

**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

I hoped the College would offer me an opportunity to continue my volunteer service to PRSA after my term on the national board of directors ended and it certainly has. I've enjoyed staying in touch with many PRSA friends since my induction in the College and the annual induction dinner is always one of the highlights of the year.



**What's the best advice related to public relations practice that you ever received?**

To remain curious and continually strive to be a lifelong learner.

**What would you like to see Fellows accomplish in the next five years?**

Continue to expand our mentoring outreach by serving more PR pros across the PRSA member continuum – students, new pros, APR, etc.

**What is the most surprising thing that happened in your career?**

Having the opportunity to manage the 1994 NCAA Final Four Basketball Championship when it came to Charlotte. Truly a once-in-a-lifetime experience.



**Tom Unger, APR, Fellow PRSA  
Class of 2012**

President & CEO, News Writing Pro Consulting

Residence when inducted: Oregon

Current residence: Oregon



**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

I'm not sure if I had any expectations in terms of membership.

My goal was simply to earn the title of Fellow (similar to my earning other accreditations). I was not thinking in terms of a membership in anything. Becoming an APR does not involve membership in a group of APRs. I was thinking becoming a Fellow would not be any different than that.

**What's the best advice related to public relations practice that you ever received?**

One of my early teachers told our class, "If you find yourself working for an unethical organization, then quit." I thought that was great advice.

**What would you like to see Fellows accomplish in the next five years?**

I guess striving to have a high percentage of Fellows (85% or higher) involved in PRSA's national mentoring program. I am under the impression that not many senior practitioners volunteer for that program. I'd also love to maybe see PRSA create and promote a senior speaker's bureau composed entirely of Fellows.

**What is the most surprising thing that happened in your career?**

I think the most surprising thing that happened to me was layoffs. Twice in my career the entire communications department where I was working – except for me – was laid off due to downsizing. I experienced survivor's guilt.

**Chad Perry, APR, Fellow PRSA  
Class of 2013**

Assistant Professor of Strategic Communications,  
University of Central Oklahoma

Residence when inducted: Pennsylvania  
Current residence: Oklahoma



**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

My expectation of membership in PRSA was that I got out of it what I put into it. Many professionals join an organization and don't get involved, and then wonder about the value. That is reality.

**What's the best advice related to public relations practice that you ever received?**

The best advice I ever received for this line of work was from a mentor I had named Brick Brewer. It's a funny story too long for this email, but the essence of it: Don't take yourself too seriously.

**What would you like to see Fellows accomplish in the next five years?**

I would like to see Fellows own the mentor brand in PRSA, as well as be the leaders for pushing diversity and inclusion in the PR industry and in PRSA membership.

**What is the most surprising thing that happened in your career?**

The most surprising thing that happened in my career was my career. I got into PR work by accident. I had a bachelor's in journalism, worked for a while in that field, got burnt out, and stepped back for a bit to obtain a master's degree. Upon finishing that, I thought I would attempt magazine work. I had a temporary adjunct position teaching freshman English at a small college when a position came open in the college's public information office; that started my career.

Anita A. Brightman, APR, Fellow PRSA  
Class of 2014

Founder and Chief Executive Officer, A. Bright Idea  
Advertising and Public Relations

Residence when inducted: Maryland  
Current residences: Maryland and California

**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

I expected there would be more recognition from the local chapter as there were very few people with the designation. They did not seem to recognize or celebrate the accomplishment.

**What's the best advice related to public relations practice that you ever received?**  
Think creatively!

**What would you like to see Fellows accomplish in the next five years?**

I would like to see the Fellows program open up and be as well recognized as the APR program. Want more practitioners with both designations.

**What is the most surprising thing that happened in your career?**

In 1996, I started my own agency as a means of transition after leaving my former employer after the birth of my daughter. I never went back to work for someone else and now have a team of about 45 people. Although it was not my initial plan, it turned out to be the best decision I'd ever make about my career.



**Amy T. Coward, APR, Fellow PRSA  
Class of 2014**

Vice president of public relations, Prisma Health  
Midlands Foundation

Residence when inducted: South Carolina  
Current residence: South Carolina

**Prior to your induction, what were your expectations  
of membership in the College of Fellows? How has  
that aligned with reality?**

That it would be prestigious to be a member. While this  
is true, many members at the chapter level do not know  
what it means to be a Fellow.



**What's the best advice related to public relations practice that you ever received?**

Know your audience - how to communicate, when to communicate and through what means.

**What would you like to see Fellows accomplish in the next five years?**

That more members would be aware of what it takes to be a Fellow and our membership would  
grow.

**What is the most surprising thing that happened in your career?**

I was surprised to be named a Fellow. As someone with a career history in small, local non-  
profits, I was unsure that my experience would compare in any way to those with international  
companies or global agency accounts.

**Geri A. Evans, APR, Fellow PRSA  
Class of 2014  
2019 Chair of the College of Fellows**

Principal/CEO, Evans PR Group

Residence when inducted: Florida

Current residence: Florida

**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

I looked forward to meeting highly talented leaders, hearing great stories, making new friends, and finding new opportunities for service and promotion of our profession. This and more are what I have found as a Fellow.



**What's the best advice related to public relations practice that you ever received?**

Listen before you speak. Above all, remember we are in the relationship business. Never pass up an opportunity to find ways to connect with someone.

**What would you like to see Fellows accomplish in the next five years?**

I would love for the Fellows:

- To be recognized and supported by PRSA as its mentoring champion and provider of one of PRSA's best member benefits.
- To be recognized and tapped by PRSA as true thought-leaders, experienced in the profession and as Society's leader.
- To stay vigilant regarding the demographics and needs of future Fellows so that the College (and its requirements) are relevant to the evolving nature of the PR profession and thus the newer professional.
- To continue to honor the best in our profession.

**What is the most surprising thing that happened in your career?**

To learn that public relations offered such a wide variety of opportunities, careers, excitement, and leadership. I taught communications for 20+ years and then shifted into corporate PR followed by association/not for profit communication leadership, which allowed me to finally establish my own consultancy, and that took me to places and experiences I had never imagined. It also led me to PRSA national board service and ultimately to Fellows' leadership. What an amazing journey.



**Rose McKinney, APR, Fellow PRSA  
Class of 2014**

Founder, Pineapple RM

Residence when inducted: Minnesota

Current residence: Minnesota

**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

As part of the College of Fellows, I anticipated a whole new way to get involved and be part of PRSA. It hasn't disappointed.



**What's the best advice related to public relations practice that you ever received?**

My mother always told me to "think before you speak," and although she wasn't a public relations practitioner, her advice is pertinent in every situation - with clients, employees, colleagues and media.

**What would you like to see Fellows accomplish in the next five years?**

Within the next five years, I hope Fellows will build more opportunities and programming for those of us still active in our careers but who are entering new life stages. I also hope Fellows will continue to attract people earlier in their careers (beyond the 240 months, of course) who have time and commitment to the College.

**What is the most surprising thing that happened in your career?**

When I started my career in the '80s, I anticipated climbing a ladder, but what has surprised me most (and has been the most rewarding) is that it has ebbed and flowed. There is no longer a pinnacle to reach but rather new opportunities to pursue, new things to learn, new ways of working.

**Christopher Payne, APR, Fellow PRSA  
Class of 2014**

Chief Communications Officer for Union Public Schools

Residence when inducted: Oklahoma

Current residence: Oklahoma

**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

For many years, I had looked at College of Fellows as something that was toward the end of one's career and virtually unattainable. While the bar is, indeed, one that is set high, I am amazed by this group's vitality. The College of Fellows is not content to rest on its laurels and continues to blaze new trails. I've had a wonderful experience mentoring a college student in California, and our monthly calls have become a highlight for me.



**Robert E. Sheldon, APR, Fellow PRSA  
Class of 2014**

Public relations consultant (retired from positions including public relations director for Creative Communications Consultants, Inc.)

Residence when inducted: Texas  
Current residence: Texas

**Prior to your induction, what were your expectations of membership in the College of Fellows? How has that aligned with reality?**

As I was nearing the end of my full-time career, I didn't have high expectations that it would bring me new business or better connections. Perhaps I just wanted the recognition that my professional accomplishments had been significant enough to warrant being a Fellow. I worked hard on the application and was very pleased with the outcome.



**What's the best advice related to public relations practice that you ever received?**

A boss of mine had a sign on his wall that asked: "What's the big idea?" I learned that it was critical to come up with a big idea, execute it flawlessly and never lose focus. I found it was good advice.

**What would you like to see Fellows accomplish in the next five years?**

Do something, anything, to make both APR and Fellow membership better known and worth something in the marketplace. I've been accredited for 40 years and it never meant anything to any of my clients or employers.

**What is the most surprising thing that happened in your career?**

That I never had a job that I didn't like, that I was able to work in my field as long as I did and leave when I wanted to at the top of my game. I feel lucky.

2015-2019

Rosanna Fiske, APR, Fellow PRSA  
Class of 2015  
2011 Chair, Public Relations Society of America

Senior Vice President, Corporate Communications, Wells Fargo

Residence when inducted: Florida  
Current residence: Florida

**What's the best advice related to public relations practice that you ever received?**  
Mean what you say and say what you mean.



**Who was/were your mentor(s)?**

W. Shelby Reaves, who was the Territory GM for the Southeast when I worked at Turner, always said this. He didn't like using words with more than three syllables because he said "They just confuse people and are usually hard to pronounce." He was also a big proponent of the KISS (Keep it simple, stupid!) principle. The man was a genius and built lifelong relationships. He led the construction of iconic and historic buildings – in Chicago, Tokyo, Dubai, Miami and New York City among many more.

**What's the best advice related to public relations practice that you ever received?**

"No matter what you do or where you are, keep learning." Have to credit Timothy Fiske with this one, and he is one of my mentors as well. He actually added, "The minute you stop learning or are stagnant in any job, it's time to move on." Learning leads to change; change leads to progress – sometimes painful but well worth it.

**What is the most surprising thing that happened in your career?**

Getting to interview President Ronald Reagan. The reporter who had secured the interview was so sick she couldn't leave her apartment. I was given a couple of hours to pull myself and a photographer together to go and meet with the president. We came up with interview questions while on the train.

Barbara Kerr, APR, Fellow PRSA  
Class of 2015  
2019 College of Fellows Chair-elect

Independent Practitioner (previously served as Chief Communications Officer for the Sisters of St. Mary of Oregon Ministries Corporation)

Residence when inducted: Oregon  
Current residence: California



**What's the best advice related to public relations practice that you ever received?**

My favorite piece of advice came from Elise S. Mitchell, APR, Fellow PRSA, during her College of Fellows Master Class at the 2013 PRSA International Conference. Focusing on leadership, she discussed the importance of excellence in recruiting and training. Once you have done that, she noted: Focus on what only you can do...and give the rest away. Superb advice about empowerment for a leader in any industry.

**Who was/were your mentor(s)?**

John T. Ader was district director of what was then the IRS Milwaukee District. He was my direct supervisor and mentored through his encouragement, his passion for trying new things, and his own behavior. He shared this message with me and I have never forgotten it: "If you have a dream and pass it along to someone else, they will frequently dream bigger than you ever could have imagined."

**What is the most surprising thing that happened in your career?**

Beyond my transition from broadcast journalism to public relations, the most surprising thing that has happened in my career is how rewarding it has been to have become an active member of PRSA.

**What would you like to see Fellows accomplish in the next five years?**

It is possible that, within the next few years, we will begin to see applications from the youngest public relations professionals of the Millennial generation (born 1981-1996). Their expectations of PRSA and the College of Fellows are likely to differ from those of us who came before. Additionally, the skills and abilities that they are being asked to demonstrate during their careers reflect the rapid and ongoing changes in our profession. As we think about the changes in our profession – and once the new PRSA Strategic Plan is in place – I would encourage the College to take a fresh look at the areas in which our candidates are asked to demonstrate a lifetime of excellence. As examples, these could include their commitment to lifelong learning (to stay current in our profession) as well as thought leadership, innovation and adaptability as well as strategic planning and measurement. And, as I always remind PRSA members (and potential members): the real value of your PRSA membership is what you bring to it. So...come to events, volunteer, enter your best work in our awards competitions, run for the Board, earn your APR and aspire higher to the College of Fellows. Don't just join. Join in.



**Dave Remund, Ph.D., APR, Fellow PRSA**  
**Class of 2015**

Executive Director, Communications and Marketing, Drake University

Residence when inducted: Oregon  
Current residence: Iowa



**What's the best advice related to public relations practice that you ever received?**

In PR, you are often in the middle – in the middle of an unresolved issue, in the middle of a difference of opinions, in the middle of an organizational change, and so on. Keep perspective, and keep moving forward with confidence, conviction, and a strong commitment to ethics.

**Who was/were your mentor(s)?**

Greg Blomberg and John Fiksdal took a chance on this first-generation college graduate, and they helped me understand what it means to be a professional. Anita Liskey and Dan Frahm shaped me as a PR professional and a leader. Carol Bodensteiner, APR, Fellow PRSA, continues to coach and inspire me in many ways. Countless scholars and administrators have helped me thrive in higher education this past decade or so. Likewise, many of my former students now serve as reverse mentors; they push me to stay current, and they keep me inspired about our field.

**What is the most surprising thing that happened in your career?**

Landing that first job was tough. But every role I have held in the 30 years since is one for which I have been recruited and/or recommended. Unique opportunities have come my way, and each one has been a gift. As I tell students, reputation is everything. Hard work, strong ethics, and collaborative spirit matter; I'm grateful to my parents for instilling these principles.

**What would you like to see Fellows accomplish in the next five years?**

Establish a leadership development program for rising stars in the field, with an emphasis on diversity and inclusion. It can be a long and lonely road from graduation to accreditation to applying for Fellows. I'd like to see us take a more active role in nurturing and supporting emerging leaders.

**Daniel R. Dunne, APR, Fellow PRSA**  
**Class of 2018**

Director of External Communications, Erickson Living

Residence when inducted: Maryland

Current residence: Maryland

**What's the best advice related to public relations practice that you ever received?**

Always be willing to take on challenging opportunities – especially those that take you out of your comfort zone. It is those opportunities that will help you grow in unique and exciting ways.



**Suzanne Hartman, APR, Fellow PRSA  
Class of 2018**

Semi-retired (Communications Manager at  
Chelan County Public Utility and Adjunct  
Faculty at Wenatchee Valley College)

Residence when inducted: Washington  
Current residence: Washington

**What's the best advice related to public  
relations practice that you ever received?**

Be transparent, accurate and truthful – the rest  
will take care of itself.

**Who was/were your mentor(s)?**

Jay Rockey: Rockey Company



**What is the most surprising thing that happened in your career?**

Starting my own firm and successfully operating it for ten years with an incredible staff – then  
selling it to a national firm, creating a very successful niche environmental practice that was a  
leader in the industry

**What would you like to see Fellows accomplish in the next five years?**

The College of Fellows is an amazing group of highly effective and ethical practitioners...perhaps  
seeing the COF rise to a nationally recognized (and sought after) commentator on ethical  
communications would be a recognition of the value and resource available through PRSA.

**Dr. Tim Penning, APR, Fellow PRSA**  
**Class of 2018**

Professor of Advertising/Public Relations at Grand  
Valley State University School of Communications

Residence when inducted: Michigan

Current residence: Michigan

**What's the best advice related to public relations  
practice that you ever received?**

Your reactions to situations are more important than  
the situations.

**Who was/were your mentor(s)?**

I would say many friends and colleagues in PRSA,  
since I came into the field from journalism and worked as the only PR person in my jobs before  
becoming a full-time professional. I really appreciated other pros outside my office mentoring  
me until I got up to speed, got advanced degrees and APR.

**What is the most surprising thing that happened in your career?**

I never thought I would interview the President of the Philippines for a film for the NGO where  
I worked.

**What would you like to see Fellows accomplish in the next five years?**

Advancing the understanding of the public profession, both within it and among peers in other  
professionals, especially CEOs and those who hire public relations staff.



**Philip Poole, APR, Fellow PRSA  
Class of 2018**

Retired in 2018 as executive director of university communication, Samford University, Birmingham, Alabama.

Currently in a "second career" as an adjunct (part-time) instructor in public relations for the University of Alabama at Birmingham.

Residence when inducted: Alabama  
Current residence: Alabama



**What's the best advice related to public relations practice that you ever received?**

"The devil is in the details." It's a cliché, but I heard it early in my career. It has proven true too many times to recount. I've also repeated it countless times to work colleagues and now to students in my classes.

**Who was/were your mentor(s)?**

There really are too many to mention. First and foremost would be Adrian Vaughan, who was chair of the JMC department at Baylor University (my undergraduate alma mater). He was my advisor and teacher. He saw something in me when I first visited Baylor as a high school student and became an encourager and mentor throughout my collegiate days and then in my career until his passing. Second would be Roy Busby, a major professor in graduate school. He had helped to craft the original accreditation exam and told us that if we could pass his PR seminar then we could pass the accreditation exam. That was one of my motivations for seeking my APR so early in my career. And, fortunately, he was right! A third important mentor would be Dana Blocker, editor of the newspaper in my hometown and a family friend. He gave me my first real job in journalism working at the newspaper while in high school. He taught me the importance of good writing and even better editing and paying attention to details (see the advice in item 1). He encouraged me throughout my career and would often send me notes of encouragement. While he was still editor, every new job that I received (including in Texas, Tennessee and Missouri) got a headline, story and photo in the paper and always mentioned that I was a former reporter for the "Sherman Democrat."

**What is the most surprising thing that happened in your career?**

The most obvious answer would be induction into the College of Fellows in 2018. A close second would be receiving the Ron Council Award for Mentorship from the Alabama PRSA chapter in 2018. It is humbling and rewarding to be recognized for your efforts, especially when both were a complete surprise.

**What would you like to see Fellows accomplish in the next five years?**

In the next five years, I hope that College of Fellows can continue to provide mentorship to professionals and to elevate the importance of the profession not just with PRSA members but in the larger marketplace.



## Chairs of the College of Fellows

- 2019 – Geri A. Evans, APR, Fellow PRSA
- 2018 – Deborah Radman, APR, Fellow PRSA
- 2017 – Julie B. Fix, APR, Fellow PRSA
- 2016 – Philip Tate, APR, Fellow PRSA
- 2015 – Steven Seekins, APR, Fellow PRSA
- 2014 – Anthony D’Angelo, APR, Fellow PRSA
- 2013 – Maria P. Russell, APR, Fellow PRSA
- 2012 – Mary Deming Barber, APR, Fellow PRSA
- 2011 – Frederick Bagg, APR, Fellow PRSA
- 2010 – Judith T. Phair, APR, Fellow PRSA
- 2009 – Michael L. Herman, S.A.G.E, APR, Fellow PRSA\*
- 2008 – Bob Frause, APR, Fellow PRSA
- 2007 – Debra A. Miller, Ed.D, APR, Fellow PRSA
- 2006 – Scott Shirai, APR, Fellow PRSA
- 2005 – Vivian Hamilton, APR, Fellow PRSA
- 2004 – Joe S. Epley, APR, Fellow PRSA
- 2003 – Melvin Sharpe, APR, Fellow PRSA
- 2002 – Pender M. McCarter, APR, Fellow PRSA
- 2001 – Rene A. Henry, APR, Fellow PRSA
- 2000 – David A. Meeker, APR, Fellow PRSA\*
- 1999 – Joan L. Capelin, APR, Fellow PRSA
- 1998 – David H. Simon, APR, Fellow PRSA
- 1997 – Judy VanSlyke Turk, Ph.D., APR, Fellow PRSA
- 1996 – Richard G. Claeys, APR, Fellow PRSA
- 1995 – Sue Bohle, APR, Fellow PRSA
- 1994 – James Strenski, APR, Fellow PRSA\*
- 1993 – Ann Barkelew, APR, Fellow PRSA
- 1992 – Douglas Ann Newsom, Ph.D., APR, Fellow PRSA
- 1991 – Joseph F. Awad, APR, Fellow PRSA\*
- 1990 – Chester Burger, APR, Fellow PRSA\*

\*Indicates the chair is deceased.

# PRSA College of Fellows Inductees by Year

## Inaugural Class of 1989

Leone Baxter  
Dr. Edward L. Bernays  
John F. Budd, Jr.  
Chester Burger  
Harold Burson  
Allen H. Center, Ph.D.  
W. Howard Chase  
Kalman B. Druck  
Dan J. Forrestal  
Lawrence G. Foster  
James F. Fox  
Ralph E. Frede  
Denny Griswold  
George Hammond  
Rex F. Harlow, Ph.D.  
Carl F. Hawver, Ph.D.  
Patrick Jackson  
Lee K. Jaffe  
Philip Lesly  
Ed Lipscomb  
Donald B. McCammond  
Hale Nelson  
Betsy Ann Plank  
J. Handly Wright  
Frank W. Wylie  
Kenneth Youel

## Class of 1990

Paul H. Alvarez  
Joseph F. Awad  
Stephen H. Baer  
Herbert B. Bain  
Ann H. Barkelew  
Jeanne Viner Bell  
Phyllis H. Berlowe  
Robert Kingdon Berry  
Judith S. Bogart  
George C. Brown  
John M. Butler, Ph.D.  
George F. Caulfield  
William J. Corbett  
F. David Cotten  
Wilson Cronenwett  
Scott M. Cutlip  
Stafford G. Davis  
William E. Duke  
Daniel J. Edelman  
Marcelle W. Farrington  
John W. Felton  
Paul S. Forbes  
John D. Graham  
Barbara W. Hunter  
D.A. Kruckeberg, Ph.D.  
Frank T. Le Bart  
Otto Lerbinger  
James A. Little  
William M. Michelet

Douglas A. Newsom, Ph.D.  
Lawrence W. Nolte  
Thomas L. Preston  
Michael Radock  
Ed Reed  
Jack M. Reed  
James J. Richard  
Irving I. Rimer  
William J. Roach  
Joseph Roos  
J. Kenneth Sanford  
Charles D. Schnake  
Melvin L. Sharpe, Ph.D.  
Parry D. Sorensen  
Robert E. Steele  
James B. Strenski  
Dwayne Summar  
Charles W. Tisdall  
James L. Tolley  
Walter J. Walsh  
Philip J. Webster  
Richard Weiner  
Paul M. Werth  
C. Thomas Wilck  
Dennis L. Wilcox, Ph.D.  
Robert B. Wolcott, Jr.  
Nancy B. Wolfe  
Donald K. Wright, Ph.D.  
Davis Young

## Class of 1991

James Walter Anderson  
James E. Arnold  
Howard K. Back  
Daniel H. Baer  
Theodore Baron  
Bill L. Baxter  
George L. Beiswinger  
David M. Bicofsky  
Sue Bohle  
Celia C. Boswell  
E.W. Brody, Ed.D.  
Jerry L. Bryan, ABC, CBC  
Bruce Butterfield, CAE  
Frederick A. Chapman  
Richard G. Claeys  
J. Kenneth Clark  
William R. DeLay  
David R. Drobis  
Alice M. Dykeman  
David Ferguson  
Winston C. Fournier  
John H. Francis, Ph.D.  
Anthony J. Fulginiti  
Thomas L. Harris  
E. Bruce Harrison  
Everett A. Hayes  
Anna Sceia Klein  
Mitchell Kozikowski  
Herbert M. Kraus

Stephen R. Lawrence  
Frederick E. Leuschner  
Diane Levin  
Amelia Lobsenz  
Theodore Lustig, ABC  
J. Maestre Morata  
Terence A. McCarthy  
E. Zoe McCathrin  
P. Michael McDermott  
David A. Meeker  
Hank Moore  
Greta W. Murphy, Ph.D.  
Norman R. Nager, Ph.D.  
Isobel Parke  
Morris V. Rosenbloom  
G. Robert Ruff  
Leonard M. Schodowski  
Jean Way Schoonover  
Alan Scott, Ph.D.  
Joel A. Strasser  
Gordon B. Strayer  
Graham Sudbury  
Dolores M. Swift  
Frederick C. Teahan, Ph.D.  
Richard H. Truitt  
Judy Van Slyke Turk, Ph.D.  
H. Brian Wilson  
William F. Zorz

## Class of 1992

William C. Adams  
B. Richard Berg, Ph.D.  
Ferne G. Bonomi, ASPR  
Adri G. Boudewyn  
A. Brown-Olmstead  
Alvin R. Busse  
John P. (Jack) Casey  
R.G. Charlton, ABC  
Yung-Kai Chung  
Richard Jay Coyle  
Aaron D. Cushman  
H.J. (Jerry) Dalton, Jr.  
Clifford Dektar  
William M. Dietrick  
Paul A. Dowd  
M. Robert Ferber  
Robert H. Gardner  
Harriet C. Gonzalez  
Edward Gottlieb  
John L. Gregory  
Charlene H. Hillman  
Carol L. Hills  
P.H. Hollister, CPRC  
E. Roxie Howlett  
Ruth B. Kassewitz  
Elaine Falk Katz, Ed.D.  
William J. Koch  
Patricia W. Leslie, Ph.D.  
Kathleen Larey Lewton  
Warren A. Logelin  
Frank X. Long  
Gerald Lundy  
Bruce G. MacDonald  
Gordon D. MacKay, CLU  
Gene G. McCoy

James E. McKee, Jr.  
Robert L. Mead  
Eugene Miller  
James M. Montgomery  
Richard M. Newman  
Wallace Nicoll  
Wellington F. Osterloh  
Jeannette E. Paladino  
Pat Penney  
Mary Ann Pires  
Patrick A. Pollino  
Sammie Lynn Puett  
John M. Reed  
David R. Richards  
Maria P. Russell  
John E. Sattler  
Stan Sauerhaft  
Charles A. Stengstock, Jr.  
David H. Simon  
E. Brent Snodgrass  
William A. Spencer  
Douglas P. Starr, Ph.D.  
Robert G. Strayton  
M. Lane Talburt  
Richard J. Toth, ABC  
Richard R. Tyler  
F.E. Valverde, ABC  
Gabriel Werba  
C.R. Werle  
Ed Wheeler  
D. Christopher Whittle  
Ernest Wittenberg  
Roger Yarrington, Ph.D.  
Dale O. Zabriskie



## Class of 1993

Neil M. Alperstein, Ph.D.  
Rendall P. Ayers  
Lee W. Baker  
Howard M. Blankman  
James H. Bradley  
Joan L. Capelin  
John J. Daly, Jr.  
J.B. Dixson  
Raymond B. Durazo  
Donald P. Durocher  
Joe S. Epley  
Mountfort A. Euston  
William Robert Faith, Ph.D.  
Paul Fullmer  
Felton H. Gordon  
Carole M. Gorney  
R. Danner Graves  
Jack J. Heeger  
Sandra M. Hermanoff  
Richard E. Hodges, Jr.  
Patricia E. Howlett  
Ned S. Hubbell  
Frances A. Hunter  
Gwinavere A. Johnston  
L. James Lovejoy  
James E. Lukaszewski  
Reynold W. Malmer

Elizabeth M. Martin  
James T. Maunders  
Broun H. Mayall  
John P. McGill  
Arthur P. Merrick  
Nann S. Miller  
Wesley M. Pattillo  
A. Bruce Pozzi  
Diane B. Pucko  
Claude Ramsey  
Ronald E. Rhody  
Jay Rockey  
A. Lee Rogers  
James J. Roop  
Rolf C. Rudestam  
Carl H. Schrank  
Steven V. Seekins  
Art Stevens  
Thomas K. Stewart  
David C. Swanston  
David J. Therkelsen  
Park M. Trammell, Jr.  
Patricia A. Trubow  
Stanley L. Ulchaker  
John David Williams  
Frederick A. Woodress  
Charles H. Zeanah

## Class of 1994

Richard K. Arnold  
Thomas A. Bartikoski  
Donald W. Braman  
Donald C. Cannalte  
Louis Capozzi  
James M. Caudill  
Sandra D. Clary  
John R. Cook  
Mark Curtis  
Diane G. Davis  
Bob Dorf  
James B. Ellis  
Robert W. Hefty  
Rene A. Henry  
Theodore Hutchcroft  
Joann E. Killeen  
David Kirk  
Donald M. Levin  
Craig T. Miyamoto  
Erik V. Peterson  
Judith Turner Phair  
Daniel C. Pinger  
Stephen D. Pisinski  
J. Thomas Poling  
Skip Ragland  
Nat Read  
Neil T. Regan  
Don G. Reichardt  
Ewald A. Richter  
Rosalee A. Roberts  
William C. Rolle, Jr.  
Thomas C. Sanger  
Jerome H. Schmelzer  
Karl J. Skutski  
Jerry L. Sloan  
Ronald D. Solberg  
Larry R. Werner

## Class of 1995

David M. Eisenstadt  
David M. Grant  
Dr. Kirk E. Hallahan  
Thomas A. Harrison  
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A photograph for the ages: Celebrating #Fellows30th at the College of Fellows Induction Dinner, held at the Marriott Marquis & Marina in San Diego on October 19, 2019.



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