



Vision 2020

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people
who tell
them.**

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Vision 2020

INDUCTION CEREMONY
OCTOBER 25, 2020

PROGRAM

Welcome

Barbara Kerr, APR, Fellow PRSA

The College Selection Process

Greg Bailey, APR, Fellow PRSA

Introduction of the Class of 2020

*Lori Marble, APR, Fellow PRSA and
Olga Mayoral Wilson, APR, Fellow PRSA*

Sage Award Presentation

Barbara Kerr, APR, Fellow PRSA

Honored Classes of 1995 & 2000

Celebrating their 25th & 20th Anniversaries

In Memoriam

A Tribute to Recently Departed Colleagues

Closing Remarks

Barbara Kerr, APR, Fellow PRSA

The ceremony will be streamed at
8 p.m. EDT/5 p.m. PDT on these channels:



A Toast to the Class of 2020

Join us in a festive toast with this signature cocktail created by Jennifer Grizzle, APR, Fellow PRSA, College of Fellows Class of 2018:

Celebration "Sparkler"

(Makes one 6 oz. drink)

Ingredients:

1 oz. elderflower liqueur

(Jennifer recommends St. Germain)

3 – 4 oz. dry champagne

(such as Roederer Estate Brut)

1 – 2 oz. club soda

Directions:

Pour the elderflower liqueur over ice, add champagne and club soda, stir and top with one lemon twist. Delicious and sparkly! You can also double or triple the recipe into a chilled carafe and serve in a tumbler over ice or in champagne stems.

For a non-alcoholic "mocktail," substitute crisp sparkling cider and elderflower syrup, both available from your local grocer.

WELCOME FROM THE 2020 PRSA NATIONAL CHAIR

T. Garland Stansell, APR



On behalf of PRSA and the PRSA National Board of Directors, welcome to this year's College of Fellows Celebration and Induction, honoring the class of 2020. When this year began, none of us could have envisioned the year it would be. From a global pandemic, to the ongoing pandemic of racism and social unrest, we have certainly been challenged. I am proud to say PRSA, our members and the global communications community have risen to meet those challenges head-on.

I specifically commend the way in which our board of directors and national staff have pivoted to keep the society strong and to continue meeting the needs of our members. At the outset of the coronavirus pandemic, PRSA quickly developed more than 50 offerings to support our members with vital information and resources relating to the pandemic.

In January, we launched our 2020-2022 Strategic Plan and continue to deliver on that plan, including a doubled-down commitment to diversity, equity and inclusion. In June, which is PRIDE Month, PRSA offered webinars and other programming in the wake of the deaths of George Floyd, Breonna Taylor and Ahmaud Arbery. Difficult and candid conversations were shared concerning race, sexual orientation, gender identity and bias.

This week, we are presenting our first ever totally virtual ICON, with five stellar keynote speakers, more than 60 breakout sessions, over 100 speakers and opportunities for networking and fun.

PRSA continues to perform with excellence and to provide value for our members, who expect nothing less. That is what the PRSA College of Fellows is all about, recognizing those whose careers signify excellence. Induction into the College has long been considered the pinnacle of a person's career. The more than 350 leading communication professionals of this honorary organization are active not only in the profession, but in their respective communities and organizations, leaving a legacy of leadership and service.

Congratulations to the PRSA College of Fellows Class of 2020! Thank you for your contributions, dedication and continued leadership.



WELCOME FROM THE 2020 COLLEGE OF FELLOWS CHAIR

Barbara Kerr, APR, Fellow PRSA

What makes a Fellow, a Fellow? Jim Lukaszewski, APR, Fellow PRSA, once posed that powerful question and his answer has resonated across the College of Fellows. Becoming a Fellow, he wrote, is about “the footprint left on our profession.”

Induction as a Fellow reflects a commitment to excellence. It honors those who, throughout their careers, have demonstrated superior professional performance, leadership and service. We honor the best of the best: those who have left lasting footprints on their journeys to the College of Fellows.

In 2019, the College of Fellows celebrated 30 years of excellence. In 2020, we are embracing the future for the next 30 years – and beyond. We call it our “Vision 2020.”

In this unprecedented year – during a global pandemic and at a time when racial inequality has driven a national conversation – our vision reflects a new set of 3Rs: re-wind, reset and reimagine.

In an evolving communications profession in which career paths and aspirations are changing rapidly, the College of Fellows is committed to:

- Developing a shared vision of the next 30 years for the College. Our focus includes diversity & inclusion, fiscal stability, strategic communications, technology and the expectations of new generations of professionals.
- Positioning the College as a significant step in the progression from PRSSA to PRSA to Accreditation in Public Relations (APR) to the College of Fellows.
- Serving as leaders, mentors and role models who #AspireHigher and #InspireOthers.

Building on the commitment of the 2020 Leadership Team – and the dedication of College of Fellows leaders over the past 30 years – our Vision 2020 will guide us as we welcome the future Fellows whose lives and careers have been very different from those who came before. (Think about the changes in our profession and our world since our first class was inducted in 1989.)

But while the world is constantly changing, our commitment to excellence is unwavering. Our future Fellows will soon learn what we already know.

That treasured gold medallion not only honors a lifetime of excellence – it is the hallmark for future leadership and service to the College of Fellows, PRSA and our profession.



FROM THE DESK OF
BARBARA KERR, APR, FELLOW PRSA
2020 CHAIR, PRSA COLLEGE OF FELLOWS

On this special occasion, I wanted to share a personal note to the Class of 2020:

I am a member of the College of Fellows Class of 2015. I spent months writing (and rewriting) my application. I was excited (and nervous) when I submitted it – then waited (and waited) to learn whether I would be inducted. That summer, the moment finally came. I still have the voicemail from 2015 College of Fellows Chair Steven Seekins congratulating me on my induction.

A few hours before the 2015 induction dinner, I attended my first College of Fellows Annual Meeting. I will never forget the kindness of my colleague and friend Kathy Hubbell, who waited for me outside the doors of the meeting room so she could introduce me to the other Fellows who attended – people I had long admired. That warm welcome encouraged me to approach 2015 Chair-elect Philip Tate at the end of the meeting to let him know that I would welcome the opportunity to support the College in the coming year. I could never have dreamed that moment would lead to this remarkable year.

If you ask any past chair of the College of Fellows to share their favorite moments in that special role, I suspect they would tell you how much it meant to them to call and congratulate the College's newest Fellows – and to present the College's gold medallions for excellence.

Calling and congratulating each member of the Class of 2020 is an honor I will always treasure. While we're not able to be together in person this year, I am looking forward to presenting those treasured medallions to you when we come together again – in Fellowship – at our next induction ceremony.

While induction into the College of Fellows is considered the pinnacle of a career, it is not the end. It is simply another step on your leadership path.

Your footprints and journeys have led you to this special moment. I hope that you will now step forward to become our newest College of Fellows leaders, embracing every opportunity to connect with your new colleagues.

PRSA Fellows have unique opportunities to learn and serve. And you will make treasured friends for life. Don't just join. Join in.

Welcome to the College of Fellows!

A handwritten signature in black ink that reads "Barbara". The script is fluid and cursive, with a large initial "B".



THE COLLEGE OF FELLOWS SELECTION PROCESS

Greg Bailey, APR, Fellow PRSA
2020 Selection Committee Chair

If the word “pivot” is the byword for the year 2020, then the word that defines the College of Fellows is, as stated numerous times by Chair Barbara Kerr, “extraordinary.” It is, as she has said so gracefully, an extraordinary year, and so it is for Fellows serving on the 2020 Selection Committee.

The process itself for applicants – searching through files for that perfect example, contacting references that they have not seen in years, recognizing this is about “I,” not the usual “we” – is extraordinary work in any year. But this year, when our work lives and, in some cases, our personal lives (think working from home with children doing virtual learning) are turned topsy-turvy, consider the numerous obstacles facing those professionals who chose this year to take the time and the surplus energy to apply for the College.

The same goes for those devoted volunteers who serve on the Selection Committee. Theirs is a most difficult exercise every year: reading applications, interviewing references, compiling comments about each applicant and going through the delicate process of scoring each of the criterions.

There are deadlines to be met for both the applicants and the committee, and in 2020, we were compelled to move those deadlines. We wanted to give everyone more time to fulfill the responsibilities associated with both those who aspire to the College and those with the difficult decisions to discuss and make regarding the professionals who submit an application.

As chair of the 2020 Selection Committee, it was an extraordinary experience. For the first time, our Selection Day event was face-to-face via Zoom. It was a wonderful exchange of opinion and, in the end, an enlightening day of discussion about what it takes to be a Fellow and what it means to reach this pinnacle.

On behalf of the committee, congratulations to the extraordinary Class of 2020.



WELCOME FROM THE INDUCTION CHAIR & CO-CHAIR

Lori Marble, APR, Fellow PRSA
Olga Mayoral Wilson, APR, Fellow PRSA



College of Fellows members remember the nights of their Induction. As the years progress, those memories fragment – a hug here, a smile there, names announced, medallions presented, applause as biographies are read, class photographs taken. All pieces of a larger whole that encapsulate welcome into the College.

As we ponder this past year, plans for this ceremony began with room layouts and dinner menus. The traditions of previous induction ceremonies laid the groundwork from which this year's planning began. An early spring tornado stalled the previously steady stream of communication, followed closely by the announcement of a pandemic which caused everyone to pause. What would this year's event entail? How would we honor your efforts? In fact – how many of you would be there to applaud?

Pivot, nimble, “what if” and “wouldn't it be great to...” were words and phrases the induction committee soon began using. These seasoned PR pros soon changed their induction vocabulary. Instead of a ceremony it became a “celebration,” a platform dedicated to honoring the intrepid, never-say-never inductees who are the Class of 2020.

Many of you were uprooted from offices, reference contacts were far flung, you juggled shifting professional demands and viral ambiguities. You worked with tight deadlines and collaborated beautifully. You, your GoodFellows, your families and colleagues have our utmost respect and admiration.

And here we are – your induction celebration. This achievement, this night of a lifetime is yours. Nothing can diminish your special place in the College of Fellows history.

Give yourself a hug and feel hugged by all the Fellows. We're saving your medallion and a special toast for next year. There's something magical about having it bestowed around your neck while your fellow Fellows applaud. Consider yourselves doubly appreciated by the College. We're celebrating with you this year – and again in 2021.

You deserve it!

**Special thanks to the 2020 Induction Committee: J.W. Arnold, Susan Barnes, Becky Huckaby, Gary McCormick, Elise Mitchell, Chris Payne, Philip Poole, Bonnie Riechert, Echelle Rutschman; with a special round of applause for J.W.'s endless creativity and boundless dedication to the College.*



**Judith Smith Asbury,
APR, Fellow PRSA**
*Assistant Dean, Communications
and External Relations*
Lewis and Clark Law School,
Portland, Oregon

Judith (Judy) Smith Asbury, APR, Fellow PRSA, is a creative, visionary public relations leader who uses her communications expertise to solve problems and empower others in her work, in her community and in the public relations industry.

Judy has made significant impacts on the organizations she has served, as well as the many people she has worked with during her 40-year career. She is a natural leader, generous with her time and expertise in public relations. She founded her own public relations agency, Smith Asbury Inc., early in her career. She developed it into one of the leading firms in the area.

Recently, she has returned to her original interest in higher education. A gifted manager, she helps teams see and be inspired by the core essence of their work and has helped organizations in higher education, business, healthcare, and law articulate their value, impact others and achieve their end goals. Her work has won many peer-reviewed awards for producing results in creative, cost-effective ways.



Introduced by
Nat Read,
APR, Fellow PRSA



**Kathy Barbour,
APR, Fellow PRSA**

*Vice President, Integrated
Marketing Communications*
Brooks Rehabilitation,
Jacksonville, Florida

*A fearless leader, tenacious in every way; the calm within the storm;
a recognized expert who unlocks untapped potential in others;
Kathy Barbour, APR, Fellow PRSA, is a role model to
both her sons and the profession.*

Kathy was the youngest person, at the time, to serve as PRSA national chair and spent eight years on the national board, longer than any other member. A health care expert, Kathy is an executive who impeccably navigates a complex industry with strategic counsel. She's worked at world-renowned organizations, including Mayo Clinic, Baptist Health South Florida and Florida Blue. She is passionate about

the community, providing board leadership to Feeding Northeast Florida and volunteering with New Horizons Service Dogs.

Nationally recognized, Kathy's perspective on integrated communications and health care is invaluable. A member of the American College of Healthcare Executives, Kathy holds an MBA from the University of North Florida and a B.S. in public relations from the University of Florida.

Introduced by
Mickey G. Nall,
APR, Fellow PRSA





**Pam Gutel Campbell,
APR, Fellow PRSA**
Director of Public Affairs
Oklahoma City Branch,
Fed. Reserve Bank of Kansas City,
Oklahoma City, Oklahoma

Pam Gutel Campbell, APR, Fellow PRSA, is passionate about building relationships, volunteering, teaching and mentoring. She is a strategic and innovative communicator who dedicates hours to using her skills in supporting and training women to help the local community.

Pam has a 25-year career in public relations and leads communications and public outreach in Oklahoma for the Federal Reserve Bank of Kansas City. Previously, she worked at Cox Communications, leading public and community relations.

Pam believes in mentoring and developing students to become strategic public relations professionals and has been an adjunct professor since 1999.

Committed to the community, Pam served as the 2018-2019 president of the Junior League of Oklahoma City, a \$4.2 million nonprofit with 1,400 volunteers.

Since 1996, Pam has been active in the Oklahoma City PRSA chapter and was the 2002 president. In 2016, the chapter recognized Pam with its highest honor, the Paul E. Dannelley Harmony award. Currently, she is PRSA Southwest District co-chair.



Introduced by
Sherry Kast,
APR, Fellow PRSA



Kelly Jackson Davis,
APR, Fellow PRSA
Public Relations Instructor
University of South Carolina,
Columbia, South Carolina

From her passionate advocacy for public health to mentoring young professionals and teaching the next generation of public relations practitioners, Kelly Jackson Davis, APR, Fellow PRSA's career has been dedicated to the improvement of other people's lives.

Kelly shares her extensive professional experience to educate and mentor students through experiential learning. She advises a PRSSA chapter that has garnered national recognition through the Bateman Case Study Competition and consecutive Star Chapter awards. As a two-time president of South Carolina PRSA and national board member, she has advanced the profession by leading initiatives related to ethics, di-

versity, accreditation, awards programs and member engagement.

Kelly's proudest professional accomplishment was securing the passage of historic public health legislation that resulted in significant declines in youth smoking rates in her home state. Her advocacy and policy work will have a positive impact on the health of South Carolinians for generations to come.



Introduced by
George L. Johnson,
APR, Fellow PRSA



Ronele M. Dotson,
APR, Fellow PRSA
President
RAD Strategies, Inc.,
Reno, Nevada

Ronele M. Dotson, APR, Fellow PRSA, lives by her motto, “We’ve got this,” in everything she does and believes in developing and encouraging professionals at all stages of their careers. Faith, family and friends are her priorities and help to keep her balanced and focused.

Ronele, a communications and entrepreneurial advocate, is the founder and president of RAD Strategies Inc., celebrating 18 years of business in 2020.

Focused on the integration of marketing, communication, social networking and new media strategies, Ronele brings 28 years of communications, networking and innovation to the agency’s clients. She wears her commitment to and drive for the profession

as a badge of honor, leading programs that have resulted in increased economic vitality while demonstrating crisis communications leadership at the highest level.

A respected regional and statewide community leader, Ronele has received several awards of excellence from her local PRSA chapter and the local American Marketing Association. She is also a PRSA Bronze Anvil recipient.



Introduced by
Kathleen Donohue
Rennie, Ph.D.,
APR, Fellow PRSA



Kim Marks Malone,
APR, Fellow PRSA
Public Relations Instructor
University of Memphis,
Memphis, Tennessee

Kim Marks Malone, APR, Fellow PRSA, has excelled in the military, creating the nationwide media outreach program that tells America the Navy's story. Today, she advances our profession by imparting her knowledge to students as a mentor and instructor.

Kim has distinguished herself as a vibrant leader, innovator and ethical role model. As a naval officer, she made major contributions to military public affairs. Her strategic guidance led effective and successful responses to many challenging and sensitive crises. She created a program that tells the Navy's story to America and established a senior executive outreach program that aligned all senior Navy leader engagements.

One of the first Navy public affairs officers to earn accreditation, she led by example and always found ways to advance the professional development of her team.

This legacy continues as she brings her professional experience to the classroom, where she is uniquely positioned to influence future professionals. She is an active advocate and example of bringing public relations teaching into the digital age.

Introduced by
Robert Scott
"Pritch" Pritchard,
APR, Fellow PRSA





**Marlene S. Neill, Ph.D.,
APR, Fellow PRSA**
*Associate Professor and
Graduate Program Director*
Baylor University,
Waco, Texas

*Marlene S. Neill, Ph.D., APR, Fellow PRSA,
has published research in public relations management
and ethics and previously worked in nonprofit and
government public relations.*

Marlene teaches courses in public relations and advertising. Her research interests include public relations management and ethics. She has published 20 journal articles and coauthored two books on public relations ethics and women in leadership.

Marlene is a longtime member of the Central Texas Chapter of PRSA and served as the chair of the Southwest District in 2011. At the national level, she served on

the Universal Accreditation Board and the Board of Ethics & Professional Standards.

Marlene earned her Ph.D. in advertising from the University of Texas at Austin, her M.A. in journalism from the University of Missouri and her B.S. in journalism from the University of Kansas.

She previously worked for almost 12 years in nonprofit and government public relations.



Introduced by
Blake Lewis,
APR, Fellow PRSA



**Jo Ann LeSage Nelson,
APR, Fellow PRSA**
Vice President, Client Services
Pierce Communications,
Albany, New York

Jo Ann LeSage Nelson, APR, Fellow PRSA, is happiest when she is sharing her passion for her profession and guiding students and young professionals as they embark on a career that she calls “the best job on earth.”

Jo Ann is an accomplished professional whose career has been marked by the highest ethics, leadership in the field and in her community, service to PRSA, and a dedication to the professional development of students and young professionals.

Well respected by colleagues in the profession and the media, Jo Ann’s reputation, business acumen, and communication skills have resulted in many successful cam-

paigns for clients and numerous positive outcomes for organizations she has led.

Jo Ann’s commitment to and love of her profession and PRSA are widely known. She has served as a national board member and secretary.

She is a tireless advocate for the value of strategic communication in an organization and is an eager and sought-after mentor to those just entering the field.

Introduced by
**Kathleen Donohue
Rennie, Ph.D.,
APR, Fellow PRSA**





**Susan S. Pollard,
APR, Fellow PRSA**

*Director of Communications
and Media*
Chesterfield County, Virginia,
Providence Forge, Virginia

Crisis communicator, brand journalist, community-relations builder: Susan S. Pollard, APR, Fellow PRSA, is a communications powerhouse whose work lies at the intersection of public service and public relations. Hers is a career dedicated to informing and engaging Virginia residents.

Defined by public service, Susan's career is marked by a dedication to citizen-first content and a legacy of innovation. As the leader of Chesterfield's communications team, Susan invented the county's digital strategy, as she increased video production by 2000 percent within her first year at the county, boosting social media engagement.

Previously, as director of communications for Virginia's Department of General

Services, Susan spearheaded the communication campaign for the restoration of Virginia's historic Capitol. Additionally, she managed media logistics for the celebrated visit of Queen Elizabeth II.

The recipient of more than 15 awards honoring excellence in communications strategy, Susan has received certifications in crisis communications from PRSA and the Institute for Crisis Management.



Introduced by
Dr. Joseph Trahan,
APR, Fellow PRSA



**Mike Porter, Ed.D.,
APR, Fellow PRSA**
Distinguished Service Professor
University of St. Thomas,
Minneapolis, Minnesota

Mike Porter, APR, Fellow PRSA, prepares communicators to advance careers through improved business acumen; enlightens MBAs on the importance of reputation management across departments and leadership levels; and advises others freely for career advancement.

As a professional and an educator, Mike leverages over 35 years of professional practice to inform and enrich the careers of current and former students, clients and peers.

His responsibilities and accomplishments at the University of St. Thomas in Minneapolis include supervision of nearly 300 Master of Business Communication graduate student research projects generating real

data on reputation and stakeholder communication; creation of the M.S. in Health Care Communication to facilitate entry into this growing industry; development and facilitation of a reputation management simulation experienced by over 400 graduate business students; and published articles for academics and laypeople on the power of reputation management and stakeholder communication.

Introduced by
**James E.
Lukaszewski,**
APR, Fellow PRSA





Chris Vадnais,
APR, Fellow PRSA
Public Affairs Officer
VA Tennessee Valley
Healthcare System,
Murfreesboro, TN

Chris Vадnais, APR, Fellow PRSA, is a results-oriented problem solver with more than 20 years of public affairs experience. He is skilled in leading diverse teams and managing complex, dynamic projects with limited resources under the pressure of deadlines.

Chris personifies creative thinking, servant leadership, and trusted counsel to leaders. He has leveraged his passion for lifelong learning and the sharing of information to advance the profession of public relations and other practitioners.

His leadership by example, results-based thinking and focus on team spirit have set him apart for more than 25 years in the

public sector, including the Defense Department and now at the Department of Veterans Affairs Tennessee Valley Healthcare System in Murfreesboro, Tennessee.

His influence has resonated in the lives of those he's worked with, ensuring the legacy of his professional contributions will live on in the work of both those he has led and mentored.



Introduced by
Paula Pedene,
APR, Fellow PRSA



Mary Louise VanNatta,
APR, Fellow PRSA
CEO
VanNatta Public Relations, Inc.,
Salem, Oregon

Mary Louise VanNatta, CAE, APR, Fellow PRSA's greatest desire is to help people see their worth and to contribute to an organization's success. Her lifetime passion for public relations allowed her to share beautiful and unique stories that matter.

Mary Louise has an impressive 30-year career in public relations. She's earned both her APR and Certified Association Executive designations. In 2018, she was honored by her PRSA Chapter with the William Marsh Lifetime Achievement Award.

As CEO of VanNatta Public Relations, she has worked with notable clients like the NBA and NFL, and even helped Sarah Ferguson, Duchess of York, find a hair-

dryer before delivering a keynote address.

In turn, she volunteers to help a small nonprofit with a Christmas party for migrant children. She founded and led the Salem Fire Foundation that trained over 16,000 students in CPR. She is proud of mentoring over 100 interns.

Mary Louise graduated with honors from Willamette University and recently earned her MBA from Corban University.

Introduced by
Christine Drazan,
Minority Leader,
Oregon State House
of Representatives





Clare L. Wade,
APR, Fellow PRSA
Strategic Communications Partner
Spectrum Health,
Grand Rapids, Michigan

Clare L. Wade, APR, Fellow PRSA's public relations career has given her an opportunity to use her best skills to help others. She is inspired by the challenges and friendships with fellow professionals who define her journey.

Since she discovered public relations, Clare has made the profession, and PRSA, her compass. From conference centers to manufacturing facilities to certified organic farms, she has launched products and ideas with successful outcomes. Throughout her career, she has used her strategic thinking skills to help start many businesses, including her own. Because of her talents and experience, citizens engaged in city

and transit master plans. Her media skills helped General Growth Properties open a regional retail center. Students and professionals value her counsel, clients expect her to ask tough questions. Clare has advanced the profession as a respected leader who is unafraid to explore the unknown.

At the heart of the journey is the community of friends and colleagues who have inspired her along the way.



Introduced by
Timothy Penning,
Ph.D., APR,
Fellow PRSA



Kevin Waetke,
APR, Fellow PRSA
Vice President,
Corporate Marketing
Sammons Financial,
West Des Moines, Iowa

Kevin Waetke, APR, Fellow PRSA, is a communications leader. His career focus is to engage audiences and mold consensus through clear, affirming messages and actions that define issues and help people understand an organization's strategies, influence and outcomes.

The meaning of life is simple: make a positive difference. As a chief communications counselor, that is Kevin's mission.

Led by a cool head and a friendly, outgoing disposition, Kevin has helped large Iowa-based companies with global footprints navigate the choppy waters of reputation management.

Nearly 30 years into his professional career, Kevin hopes only to leave a legacy

of sound, responsible work and to have been of service to others.

The son of a farmer, and brother to a minister, Kevin likewise calls public relations his "calling." From agriculture to financial services, and energy to health care, Kevin has defined issues and audiences and shared life's stories from a platform of good intention.

Introduced by
Michelle Egan,
APR, Fellow PRSA





Brooke Worden,
APR, Fellow PRSA
President
The Rudin Group,
St. Paul, Minnesota

Strategic advisor to the financial services C-Suite, Brooke counseled clients for 25 years at global powerhouse firms Weber Shandwick and Accenture. In 2020, she joined boutique agency The Rudin Group as its new president.

The Rudin Group specializes in FinTech clients. She led the team that launched John Hancock Vitality life insurance and was recognized with an award from The Holmes Report for innovation in financial services. Her work for CIGNA Retirement won a PRSA Silver Anvil.

Brooke also has expertise in federal government and was the architect of campaigns for the 2010 Census and IRS e-file.

Due to her expertise on retirement, she was the first public relations professional ever invited to testify as a subject matter expert at a U.S. Department of Labor hearing.

Brooke spearheaded a partnership with Howard University for agency executives to teach public relations courses and recruit diverse talent. As Minnesota PRSA president, Brooke led the chapter to its first-ever PRSA Chapter Diversity Award.



Introduced by
Margaret Ann Hennen,
APR, Fellow PRSA



Elizabeth L. Toth,
Ph.D., APR, Fellow PRSA
Professor
University of Maryland,
College Park, Maryland
Class of 2010



Established in 2018, the Sage Award honors a member of the College of Fellows who has demonstrated a significant impact on the profession through mentoring and their personal support for public relations professionals and/or members of the Public Relations Student Society of America.

The 2020 PRSA College of Fellows Sage Award recipient, Elizabeth L. Toth, Ph.D., joined the Department of Communication of the University of Maryland, College Park, in the fall of 2004.

Prior to 2004, Dr. Toth was associate dean for academic affairs, chair of the public relations department and professor at the S. I. Newhouse School of Public Communications at Syracuse University. Dr. Toth previously taught at Southern Methodist University in Dallas and Southern Illinois University at Carbondale.

Dr. Toth co-authored *Women and Public Relations: How Gender Influences Practice*; *The Velvet Ghetto: The Increasing Numbers of Women in Public Relations*; *Beyond the Velvet Ghetto*; and the PRSA Glass Ceiling studies. She edited *The Future of Excellence in Public Relations and Communication Management: Challenges for the Next Generation* and co-edited *The Gender Challenge to Media: Diverse Voices from the Field* and *Rhetorical and Critical Approaches to Public Relations I and II*.

Dr. Toth edited the *Journal of Public Relations Research* for six years and is currently associate editor for *Journalism Studies*, an international journal. She has published over 100 articles, chapters, and papers.

She has chaired the PR Divisions of the Association for Education in Journalism and Mass Communication and the International Communication Association, as well as the PRSA Educators Academy and Commission on Work, Life, and Gender Issues.

Dr. Toth served on the Institute for Public Relations board, PRSA Foundation, and two terms on the Commission on Public Relations Education. She is an elected member of the Arthur Page Society.

She has advised three PRSSA chapters and received the 1983 national PRSSA Outstanding Advisor (Frederick Teahan) Award. In 1994, Dr. Toth received PRSA's Outstanding Educator Award.

She is currently principal investigator of a grant from the PRSA Foundation to study the status of public relations master's education in the United States.

The College of Fellows: A History of Excellence

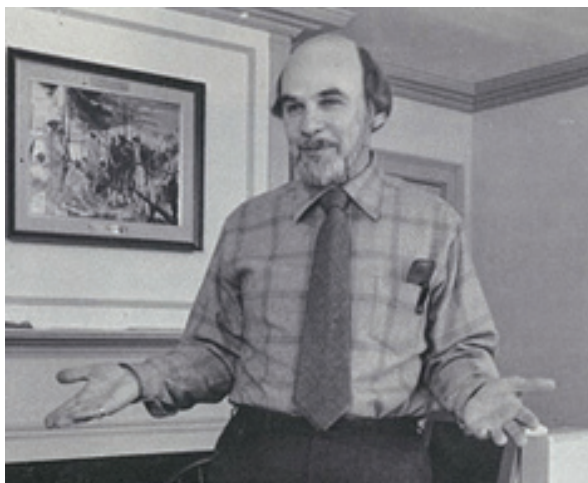


Just an Idea

In January 1986, PRSA challenged an eight-member blue ribbon task force to plan and hold a meeting within the year to address the central question: “What options are available to public relations to demonstrate professionalism?” The task force invited each PRSA chapter and section as well as a diverse group of PRSA leaders and communities to send a representative to the September 1986 Itasca Symposium: The Architecture of Professional Advancement. Approximately 85 public relations practitioners and educators gathered in Itasca, Illinois, to explore the many facets of professionalism. Out of some very lively and passionate debate emerged the roots of the College of Fellows. Patrick Jackson, APR, and Ann Barkelew, APR, who became Fellows in 1989 and 1990 respectively, served as symposium co-chairs.

The Idea Grows

Over the next two years, various committees and leaders shaped and refined what the College would look like and what its purpose would be. They grappled with many ideas but continued to return to a key concept: “energizing the best of



Former PRSA chair and respected industry leader Patrick Jackson, APR, Fellow PRSA, helped spearhead the founding of the College of Fellows in 1989.

A brief history compiled by
Gerri A. Evans, APR, Fellow PRSA
Immediate Past Chair

the profession in a prominent way.” Ultimately, admission to the College was to be 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 the profession.



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.

The Idea Becomes Reality

There were 26 members in the inaugural Class of the College of Fellows, all Gold Anvil winners, which meant they had been recognized by PRSA for their lifetime achievement in advancing the profession. Chester Burger, APR, Fellow PRSA, was elected the first College of Fellows chair and began his term in January 1990. For the first few years, prospective Fellows were nominated by other PRSA leaders and completed an extensive application that was evaluated by a committee of Fellows. The minimum requirements to become a Fellow – as listed on the 1990 application – were to “have practiced 20 years or more, demonstrated superior capability as a practitioner, exhibited personal and professional qualities that serve as a role model for other practitioners and advanced the state of the profession.” To current Fellows, these requirements sound very familiar.

The Best Way to Serve

As the College decided what its focus should be, two pillars emerged that became its foundation: 1) holding the highest ethical standards in all that members do and say, and 2) helping others, particularly PRSA members, at all stages in their careers, achieve their professional goals. Mentoring became an important initiative for the College. Over the years, our mentoring initiatives have continued to expand from onsite at ICON to year-round support for New Pros, PRSA members, colleagues, and PRSSA students, becoming the “calling card” of the Fellows.

Capturing 30 Years of Our History

Through the tireless efforts of Margaret Ann Hennen, APR, Fellow PRSA, who spearheaded the collection and documentation of the 30-year history of the College, we have first-person accounts from the 1986 Symposium, original documents reflecting the development of the College, class photos and dinner programs, a timeline of the history of the College, our 30th Anniversary Pearls of Wisdom and personal reflections from many Fellows about their experience in the field of public relations.



Footprints Lead Our Way

While becoming a Fellow is the pinnacle of one's career, it is, by no means, the end of one's career. Today, the 350 members of the College of Fellows continue to leave their footprints on the public relations profession. They serve in an impressive variety of professional, leadership, and volunteer roles – in organizations, educational institutions, communities and PRSA at all levels – always considering themselves standard bearers for the profession and teachers/mentors of the next generation of professionals.



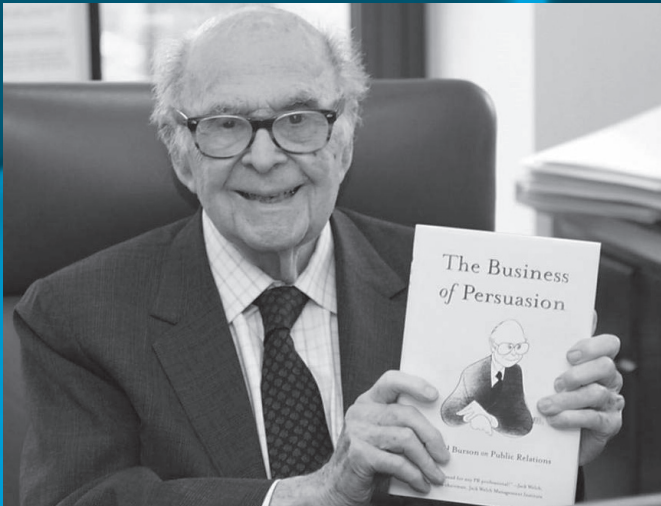
The 30th anniversary class of Fellows was inducted last October in San Diego, California.

PAST CHAIRS

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

**Deceased*

IN MEMORIAM



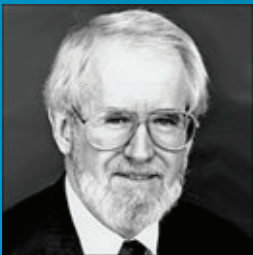
Harold Burson,
APR, Fellow PRSA
PRSA Gold Anvil Winner,
PRSA Foundation
Paladin Award Winner
(1921-2020)
Inaugural Class of 1989

Once described by PRWeek as “the century’s most influential PR figure,” Harold Burson’s life and career were legendary.

As an American Forces Network radio reporter, he covered the Nuremberg trials. Later, Harold was a founder of the iconic Burson-Marsteller agency, whose client list included corporate giants Philip Morris, Coca-Cola, General Motors, Dow Chemical and IBM.

A winner of PRSA’s Gold Anvil Award, he was honored with the Paladin Award by the PRSA Foundation in 2012. “Encouraging the maintenance of high standards and professionalism” is how Harold described the importance of the College of Fellows in a 2019 interview with past College of Fellows and PRSA Chair Tony D’Angelo.

Harold is truly a luminary whose legacy will shine the way for generations of future public relations practitioners.



Terence A. McCarthy, APR, Fellow PRSA
(1939-2020)
Class of 1991

Terence A. McCarthy served as the 1988 Chair of the PRSA Counselors Academy. He also served two terms as president of the PRSA Boston Chapter. During his distinguished career, he was a communications leader at the Equitable Life Assurance Society, New York Stock Exchange and Public Broadcasting Service.



Isobel Parke, APR, Fellow PRSA

(1926-2020)

Class of 1991

In 1965, Isobel Parke joined the behavioral public relations and management consulting firm Jackson Jackson and Wagner, where she provided counsel to a wide variety of clients for more than five decades. Isobel served as PRSA National Secretary and was a member of the Council for Journalism and Mass Communications.



James J. Roop, APR, Fellow PRSA

(1949-2020)

Class of 1993

James J. Roop began his public relations career at Ketchum, MacLeod & Grove before joining a start-up in Cleveland that later became Watt, Roop & Co. In 1996, he founded Roop & Co. James founded PRSA's Financial Communications Section, was a member of the Counselors Academy and chaired the Silver Anvil Awards.



Fernando Valverde, APR, Fellow PRSA

(1935-2020)

Class of 1992

Known as the “father” of public relations in Puerto Rico, Fernando was the fifth president of Asociación de Relacionistas Profesionales de Puerto Rico (ARPPR) and the first professional on the island to obtain Accreditation in Public Relations (APR). His book, *Public Relations in Action*, is a benchmark of successful case studies.



William Wendling, APR, Fellow PRSA

(1945-2020)

Class of 1998

William Wendling was founder of Wendling Communication and received the PRSA Cleveland chapter's Lighthouse Award for career achievement. He was instrumental in bringing the Rock & Roll Hall of Fame & Museum to Cleveland and also a dedicated advocate for disability rights, recognized nationally by the March of Dimes.

2020 GOLD ANVIL AWARD

Maria P. Russell, APR, Fellow PRSA



“A respected and beloved leader within the public relations profession and PRSA for more than 40 years.”

That’s how nominators described Maria Russell, APR, Fellow PRSA, the recipient of the 2020 PRSA Gold Anvil Award.

Maria’s legacy is extraordinary:

She has served on PRSA’s National Board as a Director, Secretary and Treasurer, and been honored with PRSA’s Outstanding Educator Award, Patrick Jackson Award for Distinguished Service to PRSA and Philip Dorf Award for Outstanding Mentorship by PRSA’s New York City Chapter. She was the 2013 Chair of the College of Fellows.

She was also a founding member of the Board of Advisors for the Plank Center for Leadership in PR at the University of Alabama, serving on that board from 2006 to 2019.

She is also active in the Arthur W. Page Society, Commission on Public Relations Education, and the Accrediting Council in Journalism and Mass Communications.

Maria enhanced PRSA’s professional development offerings by coordinating PRSA’s Summit on Lifelong Learning in PR, offered in 2001, and by serving as chair of PRSA’s Task Force on Professional Development in the early 2000s.

She was instrumental in developing PRSA’s “Learning to Teach” program and led professional development opportunities at the PRSA International Conference and virtually throughout the year for members of the College of Fellows.

Maria joined the faculty of Syracuse University’s S.I. Newhouse School of Public Communications in 1986 after more than 16 years of professional practice.

As department chair, she led the development of one of the country’s “Ivy League” public relations programs. Her innovations in the U.S., Canada and Brazil help mid-career practitioners advance their careers via master’s degrees, certificate programs and professional development seminars.

Maria has advanced the profession and its positive visibility through her creation and advancement of higher education programs in public relations and through her leadership of professional development programming for PRSA and other professional bodies—an activity that started more than 20 years ago and continues to this day.

2020 COLLEGE OF FELLOWS LEADERSHIP



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Chair



Greg Bailey
Chair-elect



Lori Marble
Vice Chair



Olga Mayoral Wilson
Secretary-Treasurer



Geri A. Evans
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Susan Barnes

Becky Huckaby

Gary McCormick

Elise Mitchell

Chris Payne

Philip Poole

Bonnie Riechert

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Suzanne Hartman

Margaret Ann Hennen

Becky Huckaby

Stephen Iseman

Tom Jollie

Janet Kacsos

Sage Award

Selection Committee

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Gail Rymer, Co-chairs

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Robin Schell

Judy Wicks

PRSA Staff Liaison

Susan Belanich



Marlene Neill, Ph.D., APR

PRSA FELLOW INDUCTEE

ACCOMPLISHED
BOLD
DRIVEN
CULTIVATED
FEARLESS



NON-PROFIT AND GOVERNMENT
PUBLIC RELATIONS

PR MANAGEMENT AND ETHICS

**PUBLISHED
20 JOURNAL ARTICLES**

WOMEN IN LEADERSHIP

LONGTIME MEMBER OF THE
SOUTHWEST DISTRICT OF PRSA

CO-AUTHORED TWO BOOKS

BEACON AWARD FOR INNOVATIVE WAYS
OF TOUCHING THE PUBLIC
CITY OF WACO

PROFESSIONAL RELEVANCE AWARD
AEJMC MEDIA ETHICS DIVISION

Congratulations

MARLENE NEILL, PH.D., APR

ASSOCIATE PROFESSOR/GRADUATE PROGRAM DIRECTOR

BAYLOR UNIVERSITY

DEPARTMENT OF JOURNALISM, PUBLIC RELATIONS AND NEW MEDIA



Baylor University

COLLEGE OF ARTS & SCIENCES
Journalism, Public Relations and New Media



CONGRATULATIONS, KATHY!

PRSA COLLEGE OF FELLOWS INDUCTEE

Congratulations to
Kathy Barbour, APR,
Vice President of Marketing
& Communications

You are an asset to both the field
of public relations and to Brooks
Rehabilitation. You exemplify
our value of excellence.



BROOKS
Rehabilitation



Susan Pollard,
APR Fellow PRSA



Dr. Mike Porter,
APR Fellow PRSA



Brooke Worden,
APR Fellow PRSA

CONGRATULATIONS AND WELCOME TO THE COLLEGE

James E. Lukaszewski, ABC, Fellow IABC; APR, Fellow PRSA; BEPS Emeritus
The Lukaszewski Group, Bloomington, Minnesota

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GROUP



BROOKS
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PRSA

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*in memory of
Isobel Parke, APR, Fellow PRSA*

the RUDIN
GROUP

Fellows, Family & Friends

Greg Bailey, APR, Fellow PRSA

Geri A. Evans, APR, Fellow PRSA

Julie B. Fix, APR, Fellow PRSA

Barbara Kerr, APR, Fellow PRSA

Lori Marble, APR, Fellow PRSA

Gary D. McCormick, APR, Fellow PRSA

The Nelson Family

Janet Oppenheimer, APR, Fellow PRSA

Philip Poole, APR, Fellow PRSA

PRSA National Board of Directors

Maria P. Russell, APR, Fellow PRSA

in honor of Betsy Plank, APR, Fellow PRSA

Olga Mayoral Wilson, APR, Fellow PRSA

The Worden Family

Chapters & Districts

Central Iowa Chapter

Capital Region Chapter

Memphis Chapter

North Florida Chapter

North Pacific District

Oklahoma City Chapter

South Carolina Chapter

Sunshine District

West Michigan Chapter

Join us in a toast to the Class of 2020

In this unprecedented year when we were prevented from gathering in person to honor these outstanding new Fellows, we're pleased to present each of our honorees with a commemorative etched bottle of wine to celebrate the occasion.

Barbara Kerr, APR, FELLOW PRSA

Greg Bailey, APR, FELLOW PRSA

Lori Marble, APR, FELLOW PRSA

Olga Mayoral Wilson, APR, FELLOW PRSA

Geri Evans, APR, FELLOW PRSA

Philip Poole, APR, FELLOW PRSA



WHAT'S YOUR PR SUPER POWER?



Strategy Star



Crisis Commander



Media Maven



Analytics Avenger



Messaging Master

**CONGRATULATIONS TO THE HEROES
OF THE CLASS OF 2020**

NOW, GO SAVE THE WORLD!

J.W. Arnold, CAE, APR, Fellow PRSA

2020 Co-Chair, PRSA Governance Committee
2020 Immediate Past Chair, PRSA Sunshine District
Principal, PRDC Public Relations

And, don't forget to celebrate again on National Publicist Day, October 30, commemorating the publication of Ivy Lee's first press release - It's OUR day!

PRSA

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www.PRSA.org