



PRSA
COLLEGE OF FELLOWS

2022 Induction Celebration

Saturday, November 12, 2022

Gaylord Texan Resort

Grapevine, Texas

TRANSFORMATIONAL CHANGE REQUIRES A UNIQUE VANTAGE POINT



TRACY SCHARIO, APR, Fellow PRSA
External Communications
Department Head, MITRE

WE CONGRATULATE TRACY FOR HER SELECTION TO PRSA'S COLLEGE OF FELLOWS. Tracy is a transformational change agent. She's used her unique voice and skills to strengthen brands in technology, clean energy, and higher education. Beyond her innovative ideas and determination, she is dedicated to building the next generation of communicators.

2022 INDUCTION CELEBRATION

WELCOME

Margaret Ann Hennen, APR, Fellow PRSA, 2022 *Chair, College of Fellows*

Class of 2022 Induction Ceremony

Ellen Averill, APR, Fellow PRSA
 Sandra R. Brodnicki, APR, Fellow PRSA
 Jeremy C. Burton, APR, Fellow PRSA
 Clark P. Dumont, APR, Fellow PRSA
 Jamie D. Floer, APR, Fellow PRSA
 Kelly C. Gaggin, APR, Fellow PRSA
 Lauren Green-Caldwell, APR, Fellow PRSA
 J. Elyse Hammett, APR, Fellow PRSA
 Wendy Shill Kurtz, APR, Fellow PRSA
 Kena L. Lewis, APR, Fellow PRSA
 Debra Peterson, APR, Fellow PRSA
 Sally Ridenour, APR, Fellow PRSA
 Tracy Schario, APR, Fellow PRSA
 Bey-Ling Sha, APR, Fellow PRSA
 Pamela Thompson, APR, Fellow PRSA
 Laura Moore Van Hoosier, APR, Fellow PRSA
 Rebecca M. Villarreal, APR, Fellow PRSA



INTRODUCTIONS OF INDUCTEES

Philip Poole, APR, Fellow PRSA, 2022 *Vice Chair and Induction Committee Chair*
 Susan Balcom Walton, APR, Fellow PRSA, 2022 *Secretary-Treasurer and Induction Committee Co-Chair*

PRESENTATION OF MEDALLIONS AND PINS

Margaret Ann Hennen, APR, Fellow PRSA
 Greg Bailey, APR, Fellow PRSA, 2022 *Immediate Past Chair*

Sage Award Presentation

Kathy Barbour, APR, Fellow PRSA, *Co-Chair, Sage Award Committee*
 Mark Dvorak, APR, Fellow PRSA, *Co-Chair, Sage Award Committee*
 Mary Deming Barber, APR, Fellow PRSA
 Angela Łot'oydaatIno Gonzalez, *Accepting the award on behalf of Vivian Hamilton, APR, Fellow PRSA*

Special Recognitions

Mickey Nall, APR, Fellow PRSA
 J.W. Arnold, APR, Fellow PRSA
 Marlene Neill, APR, Fellow PRSA

Closing Remarks

A dessert and champagne reception and cash bar will follow the program.

2022 EXECUTIVE COMMITTEE AND LEADERSHIP TEAM

Chair

Margaret Ann Hennen, APR, Fellow PRSA

Chair-elect

J.W. Arnold, APR, Fellow PRSA

Vice Chair

Philip Poole, APR, Fellow PRSA

Secretary/Treasurer

Susan Balcom Walton, APR, Fellow PRSA

Immediate Past Chair

Greg Bailey, APR, Fellow PRSA

Diversity and Inclusion Officer

Ana Toro, APR, Fellow PRSA

APR Marketing

Tim Penning, APR, Fellow PRSA
Dianne Danowski Smith, APR, Fellow PRSA

CPRE Board

Kelly Davis, APR, Fellow PRSA
Amiso George, APR, Fellow PRSA

Education Initiatives

Kristie Aylett, APR, Fellow PRSA
Deborah Davis, APR, Fellow PRSA

GoodFellows

Jennifer Grizzle, APR, Fellow PRSA
Kevin Waetke, APR, Fellow PRSA

Mentoring

Robin Schell, APR, Fellow PRSA
Gail Rymer, APR, Fellow PRSA
Dave Thompson, APR, Fellow PRSA

Professional Development

Kelly Davis, APR, Fellow PRSA
Pam Campbell, APR, Fellow PRSA

PR Pathways (75th Anniversary Coaching Program)

Jill Allread, APR, Fellow PRSA
Ellen Crane, APR, Fellow PRSA
Dean Kruckeberg, APR, Fellow PRSA
Renea Morris, APR, Fellow PRSA
Dave Thompson, APR, Fellow PRSA

Sage Award

Mark Dvorak, APR, Fellow PRSA
Kathy Barbour, APR, Fellow PRSA

Strategic Communications

Ronele Dotson, APR, Fellow PRSA
Janelle Guthrie, APR, Fellow PRSA

Fellows Chats (subset of Strategic Communications)

Sam Sims, APR, Fellow PRSA
Jo Ann Nelson, APR, Fellow PRSA

Social Media (subset of Strategic Communications)

Andrew Corner, APR, Fellow PRSA
Susan Pollard, APR, Fellow PRSA

Strategic Plan Implementation

Bob Frause, APR, Fellow PRSA
Kevin Gaydosh, APR, Fellow PRSA
Brooke Warden, APR, Fellow PRSA
Paula Pedene, APR, Fellow PRSA
Clare Wade, APR, Fellow PRSA
Bill Gay, APR, Fellow PRSA
Greg Bailey, APR, Fellow PRSA

PRSA National Board Liaisons

Jacqueline Clark, APR, Fellow PRSA
Jennifer Graham, APR, Fellow PRSA

PRSA National Staff Liaison

Susan Belanich

Welcome from the 2022 College of Fellows Chair

Welcome to the College of Fellows' most important evening of the year. Tonight, we bring into our community of Fellowship 17 new members, the Class of 2022. Each member enters the College as an individual and immediately is included in our community. This evening, we are privileged to extend a special welcome to the Classes of 2020 and 2021 who are physically with us for the first time, due to the pandemic's disruption over the last two years.

During 2022, we have sought ways to strengthen our Community of Fellows and to be intentionally inclusive in our thinking and our actions. We expanded our Executive Committee to include an ex-officio Diversity, Equality, and Inclusion Officer, appointed by the Chair. Ana Toro, APR, Fellow PRSA is helping us understand and live our values by being more sensitive to diverse thoughts and needs.

To facilitate more inclusion and interaction, our Induction Committee has guided us in changing this evening's format. By mixing and mingling before the ceremony, we all have the opportunity to talk with more of our existing friends and make new friends of other Fellows, their families, and colleagues as we come together in person for the first time in three years.

Creating a welcoming community and meeting high standards have always been embedded in our values. When the PRSA College of Fellows moved from concept to reality in 1989, two prominent pillars of excellence emerged as central to who Fellows are. First, we hold ourselves to the highest ethical standards in all we do and say, both professionally and personally. In addition, we help others bring their best selves to the practice of ethical public relations through mentoring and role modeling. These two principles remain underpinnings of the College 33 years later. As our newest Fellows emerge into the College, they continue to expand their footprint on our profession and the College through intentional inclusion of diverse perspectives. Our 350-plus members' contributions to ethical public relations practice and our body of knowledge continue to inspire all of us.

Thank you for joining us in fellowship and friendship this evening.



Margaret Ann Hennen, APR, Fellow PRSA

Margaret Ann Hennen, APR, Fellow PRSA
2022 Chair, the PRSA College of Fellows

2022 COLLEGE OF FELLOWS INDUCTEES

Ellen Averill, APR, Fellow PRSA

Vice President, Communications and Strategy • Tulsa Zoo Management, Inc. • Tulsa, Oklahoma



Ellen Averill has developed a reputation as a trusted PR counsel by seeking to understand, honor, and amplify client contributions to organizational success. She has confidently led communications through the best and worst business conditions, shaping her ability to provide informed, results-focused counsel. After honing her craft through Y2K and 9/11, she demonstrated the power of PR to drive business decisions during the global pandemic. Her current organization was featured as a model of resiliency by its accrediting body. She prioritizes use of data to improve buy-in and decision-making by removing emotion and guesswork. Providing mentorship and opportunity is a personal source of pride, as is her direct support of industry priorities. Ellen is a fearless, career-long champion for diversity, equity, access, and inclusion, beginning with corporate diversity initiatives during Pride Month for Williams in Tulsa, to board service and volunteer management program for Oklahomans for Equality, and to her current role as diversity, equity, access, and inclusion officer at the Tulsa Zoo.

ESCORT: Melissa Clark, APR, Fellow PRSA

Director, Corporate Communications • ONE Gas • Tulsa, Oklahoma

Sandra R. Brodnicki, APR, Fellow PRSA

Partner • The S & G Group • Arlington, Texas



Sandra R. Brodnicki is a long-time entrepreneur and communications professional who spent most of her public relations career working on behalf of clients in healthcare, education, financial services, aviation, and nonprofit. A former newspaper editor, reporter, and columnist, she hung her shingle in 2002 as owner and president of Brodnicki Public Relations. She later co-founded The S&G Group, an award-winning strategic planning and communications consulting firm. Sandra is a seasoned communicator, strategic thinker, and trusted counselor to her clients. She has given back to women and minority entrepreneurs on budget-friendly bootstrap strategies, counseled a national sorority on diversity and inclusion in the wake of the George Floyd murder, and established a culturally-focused strategy targeting Hispanics as part of the Blue Zones Project Fort Worth. Sandra is a lifelong learner and major advocate for accreditation, deeply committed to giving back so that others might also achieve great things in the profession.

ESCORT: Gigi Westerman, APR, Fellow PRSA

Partner • The S & G Group • Arlington, Texas

Jeremy C. Burton, APR, Fellow PRSA

Vice President for Connection • The Voice of the Martyrs • Bartlesville, Oklahoma



Jeremy C. Burton is a speaker, an author, and an award-winning public relations professional. Through his more than 23-year career, Jeremy has become a global leader in creating strategic communications programs for faith-based nonprofits. His contagious enthusiasm and passion to help others succeed have made him a sought-after speaker and counselor. Jeremy serves as the vice president for connection at The Voice of the Martyrs, a global nonprofit that supports persecuted Christians. Previously, Jeremy was the director of communications for the Museum of the Bible and the executive director of University Relations and Communications for Oral Roberts University (ORU) in Tulsa, Oklahoma. Jeremy was named PR Professional of the Year by Tulsa PRSA chapter in 2009 and one of Tulsa Business Journal's Top 40 Under 40 in 2008. Jeremy became a world record holder when ORU broke the Guinness World Record for the most people popping bubble wrap in 2015. He volunteered to educate and screen African American and Hispanic women to curb heart disease and has empowered young professionals through their career transitions for almost 20 years.

ESCORT: Christopher E. Payne, APR, Fellow PRSA

Chief Communications Officer • Union Public Schools • Tulsa, Oklahoma

Clark P. Dumont, APR, Fellow PRSA

Principal and Counselor • Dumont Communications • Las Vegas, Nevada



Clark P. Dumont has more than four decades of experience in C-suite leadership communications in Fortune 500 companies spanning the healthcare, aerospace and defense, and hospitality and entertainment sectors. In 2018, he formed Dumont Communications to share his experience and insights in reputation and sustainable stakeholder relations. Before his consulting practice, he was senior vice president and chief of staff to the chairman and CEO of MGM Resorts International, where he was also senior vice president of corporate communications. Under Clark's leadership, MGM Resorts International became an acknowledged leader in corporate social responsibility and consistently a Fortune Most Admired Company. Before joining MGM Resorts, he led communications at BAE Systems, Inc.'s Electronics and Integrated Solutions sector across the U.S. He also led communications at Anthem Blue Cross and Blue Shield and Nevada Cancer Institute, where he was a member of the startup team. Besides serving as a role model and mentor in PRSA Mentor Connect, his interests in diversity and inclusion include supporting and growing the next generation of communicators at the University of Nevada Las Vegas which helped place hundreds of graduates in digital and social media positions across the country.

ESCORT: Robin Schell, APR, Fellow PRSA

Senior Counsel and Partner • Jackson, Jackson, and Wagner • Amesbury, Massachusetts

Jamie D. Floer, APR, Fellow PRSA

Communications Manager · Toho Water Authority · Kissimmee, Florida



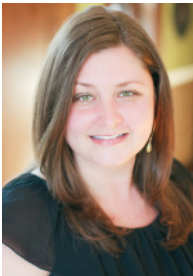
Living by “Be the Change You Wish to See in the World,” Jamie D. Floer strives to pay it forward and asks others to do the same. Whether in her communications role with Toho Water Authority or as a volunteer for the American Red Cross, American Cancer Society, and the University of Central Florida (UCF), her career has been fostered by building award-winning public relations departments from scratch, leading memorable storytelling/branding efforts, creating dynamic crisis and communications protocols, and raising funds for communication students. As the recipient of dozens of awards for her work, she speaks nationally, coaches and mentors routinely and is known as the Central Florida RPIE teacher for innovative classes in which she offers actual pie to students. Her efforts have produced more than 20 APRs, including six chapter presidents. She is a former journalist and a UCF graduate, who has earned the Certified Public Relations Counselor credential. In 2016, she oversaw a comprehensive program for chapter members involved in the Pulse nightclub tragedy, organizing thank you days, luncheons, and presentations that helped unite those serving the LGBTQ+ and Hispanic communities. As incoming Orlando Chapter president, she also reinstated the diversity, equity, and inclusion position on the board.

ESCORT: Geri Evans, APR, Fellow PRSA

Owner · Evans PR Group · Longwood, Florida

Kelly C. Gaggin, Ph.D., APR, Fellow PRSA

Assistant Teaching Professor · Syracuse University · Syracuse, New York



Kelly C. Gaggin has practiced across a multitude of industries bringing the dual perspective of the practitioner and scholar to her clients. Her most significant efforts are those that benefit the nonprofit community. Her work has enhanced the quality of communications for many organizations and accelerated positive impact within the communities served. As an educator and mentor, she strives to prepare burgeoning public relations professionals to leverage their skills to be confident and engaged citizens in their communities and around the globe, fostering strong leadership skills and an understanding that it is equally important to being a good person who inspires excellence in others as it is to excel at practical applications of school and work. Her industry experience encompasses efforts to serve the Hispanic and Lumbee Tribe communities, local initiatives to improve dialogue with younger demographics at the Fayetteville (New York) Village, and engage women 50 and younger to reignite the Zonta International Club of Syracuse.

ESCORT: Anthony W. D’Angelo, APR, Fellow PRSA

Professor of Practice · Syracuse University · Syracuse, New York

Lauren Green-Caldwell, APR, Fellow PRSA

Vice President, Communications · National Jewish Health · Denver, Colorado



Lauren Green-Caldwell is a multi-talented communications strategist, a trusted advisor to senior leadership, and a highly effective coach for building teams and tapping the strength of diverse talent. She has more than 35 years of experience in healthcare, nonprofit, and public organizations and brings a deep understanding of brand development, stewardship, and thought leadership. Lauren is creative, persistent, and calm in the face of a storm with the ability to generate results even in times of chaos. Her expertise includes helping companies through periods of significant change in form and culture. She has led initial public offering communications on Wall Street, crisis responses for major healthcare systems, and international volunteer projects for corporations. She is versatile and able to bring internal needs and goals together with external challenges to execute plans that achieve results. In the late 1980s and early 1990s, she chaired and grew the Cincinnati PRSA Chapter's job referral service that helped potential employers find the right candidates for job openings. Since 2011, she has built the foundation for inclusivity and diversity at National Jewish Health, leading the organizational efforts in the space.

ESCORT: Rhoda Weiss, APR, Fellow PRSA

President · Rhoda Weiss Consulting Group Inc · Los Angeles, California

J. Elyse Hammett, APR, Fellow PRSA

Vice President, Marketing and Communications · Community Foundation for Greater Atlanta · Atlanta, Georgia



J. Elyse Hammett connects passion with purpose – igniting positive change for indelible impact. She has doubled giving for Atlanta's community foundation, put Emory University Medical Center on top 10 healthcare lists, sold her self-built firm, and continues to evangelize accreditation's benefits. Well-versed in advancing hope via storytelling, Elyse has transformed brands by inspiring teams and producing award-winning programs for Bell-South, Chiquita Banana, Disney-On-Ice, Emory, Georgia's Food Banks, and Community Foundation. These campaigns share one not-so-secret sauce: Each is built upon a proprietary framework Elyse developed after earning her career-catapulting APR credential in 2003. This framework, known as "Plan-On-A-Page", was the promotion tool used to transform Georgia's public relations accreditation numbers from the nation's second-to-worst to second-to-first. She now scales this program nationally with fellow APR zealots. Elyse believes accreditation provides education that accesses successful PR opportunities for all practitioners. In the diversity and inclusion space, she amplified a multicultural brand for Junior League of Atlanta and launched focus groups for the Georgia PRSA Chapter that led to a diversity month program, creation of a diversity, equity, and inclusion committee, and a comprehensive guidebook for members to achieve advancement in leadership positions. Her guiding vision is to "Love deeply. Learn infectiously. Take less-traveled roads. Ignite possibility. Look for light."

ESCORT: Mark Dvorak, APR, Fellow PRSA

Executive Director/Executive Vice President · GOLIN · Atlanta, Georgia

Wendy Shill Kurtz, APR, Fellow PSA

Founder and President · Elizabeth Charles & Associates, LLC · Winter Garden, Florida



Wendy Shill Kurtz is president of a firm that helps executives become published authors and paid speakers. Billed as “the Empress of PR” by Mark Victor Hansen, co-creator of the Chicken Soup for the Soul publishing empire, Wendy has been helping and mentoring individuals, businesses, and organizations to deliver their communication messages and PR programs effectively and efficiently for more than 30 years. It was her work with Hansen that led to her firm’s specialization today. She served as WEEKENDS of Greater Orlando executive director, mentoring diverse student leaders while expanding the at-risk youth program in schools and empowering aspiring young women in their careers in the face of adversity or opposition. A past PRSA Sunshine District chair, Wendy founded PRSA’s Independent Practitioners Alliance annual VirtuCon and was honored in 2017 with IPA’s inaugural “Indie” Award for outstanding contributions to PRSA’s national independent PR practitioners community. She chairs the Orlando Regional Chamber of Commerce Board of Advisors and is on the Orlando Economic Partnership’s Executive Committee.

ESCORT: J.W. Arnold, APR, Fellow PRSA

Principal · PRDC Public Relations · Fort Lauderdale, Florida

Kena L. Lewis, APR, Fellow PRSA

Senior Director, Public Affairs and Media Relations · Orlando Health · Orlando, Florida



Kena L. Lewis has crisscrossed the country sharing her first-hand knowledge, practical tips, and important documents essential for effective crisis communications. Her crisis expertise was honed following the Pulse nightclub tragedy in 2016 when she served as lead communicator for Orlando Health, the healthcare system that cared for nearly 50 of the victims. Generously sharing her time, talents, expertise, and infectious enthusiasm with high school and college students and her peers has been Kena’s trademark throughout her nearly 40-year career. She reinstated the internship program in Orlando Health’s media relations department. Working to ensure that individuals are treated fairly and recognized for their inherent value has been her lifelong concern. This commitment was a core reason she served as a member of the City of Orlando’s Citizen’s Police Review Board after the Rodney King murder. As an African American female who knows her presence can and has influenced others, Kena has been a pioneer in multiple work, civic, and volunteer situations. She credits her upbringing in a poor family living in a small, rural Midwestern town with her ability to consider others, use sound judgment, value differences of opinions, and strive for something better.

ESCORT: Lisa Lochridge, APR, Fellow PRSA

Lisa Lochridge Consulting · Apopka, Florida

Debra Peterson, APR, Fellow PRSA

President • Comm365 • Overland Park, Kansas



Debra Peterson has worked in a variety of executive and managerial roles for Fortune 500 technology and communication companies and has consistently been recognized for her contributions and achievements. Her work has been multifaceted, spanning media relations, employee communications, executive communications, community relations, events and sponsorships, and governmental affairs. Her media relations work has included the spinoff of a Fortune 500 company from a Fortune 100 company as well as multiple mergers and acquisitions, with one valued at \$24 billion. Debra is passionate about helping today's students become tomorrow's leaders, serving as professional adviser to the Kansas State University PRSA chapter, supporting the establishment of PRSA chapters in Puerto Rico as PRSA National chair -- a first for the Society -- and re-establishing an alliance with the Puerto Rico PR Association to extend PRSA educational benefits to its members. She believes in giving back and helping underprivileged children and families through her board service for a Head Start agency. Debra also is up for challenges, once walking 15 miles with two colleagues to raise money for the March of Dimes.

ESCORT: Geri Evans, APR, Fellow PRSA

Owner • Evans PR Group • Longwood, Florida

Sally Ridenour, APR, Fellow PRSA

Chief Content Strategist • Oregon Department of Transportation • Salem, Oregon



Sally Ridenour has distinguished herself as a compassionate leader, innovator, and ethical role model. She is a dedicated government communicator with a specialty in web-based communications. She has been a trailblazer for state government and has been recognized across the nation for her work, including winning a PRSA Silver Anvil Award of Excellence. She is always willing to share her knowledge and expertise with her fellow public employees and is known as a generous and kind mentor. She has been a volunteer with her PRSA chapter and district for two decades. In her role, she has improved the accessibility of information for the Oregon Department of Transportation by training content authors on accessibility best practices, and she launched a diversity calendar for her department's workforce that promoted diversity topics and encouraged discussion of compelling diversity, equity, and inclusion topics. She is a William Marsh Lifetime Achievement Award recipient from the Oregon PRSA chapter. In her spare time, she enjoys recipe contests and adventures with her friends and family.

ESCORT: Dianne Danowski Smith, APR, Fellow PRSA

President • Publix Public Relations/Affairs • Beaverton, Oregon

Tracy Schario, APR, Fellow PRSA

Senior Manager and Department Head, External Communications • MITRE • White Stone, Virginia



Tracy Schario is a creative leader of multi-disciplinary teams with a record of helping transform and strengthen brands in technology and higher education. She currently leads external communications at MITRE and has held senior management roles at the Optical Society, Pew Charitable Trusts, George Washington University, and Strategic Communications Group. Early in her career she lived in Southeast Asia, serving in community relations positions at the U.S. Embassy, Manila, Philippines, and U.S. Consulate General, Surabaya, Indonesia. Tracy has held numerous leadership roles in PRSA, including serving as a member of the National Board of Directors, Mid-Atlantic District chair, and National Capital Chapter president. Throughout her career, she mentored dozens of students, colleagues, and friends as they started their careers, sought new leadership opportunities, struggled to overcome barriers to growth in the workplace, and led the corporate transformation of MITRE into the diversity, equity, and inclusion space. A native Midwesterner, Tracy is an accomplished cook and devotee of all sports of the Chesapeake Bay.

ESCORT: Judith T. Phair, APR, Fellow PRSA

President • PhairAdvantage Communications, LLC • Laurel, Maryland

Bey-Ling Sha, Ph.D., APR, Fellow PRSA

Dean, College of Communications • California State University • Fullerton, California



Bey-Ling Sha's uniquely exemplary record has touched public relations theory, research, education, and practice. As a scholar, Bey-Ling developed a theory of intercultural public relations and pioneered research on identity that earned her the Institute for Public Relations 2018 Pathfinder Award. As 2016-2021 editor-in-chief of the *Journal of Public Relations Research*, she increased the journal's academic prestige and transformed the editor's role from research gatekeeper to publication coach. PRSA's 2012 Outstanding Educator, Bey-Ling is co-author of the world's longest-continuously published textbook in the discipline (Cutlip & Center's *Effective Public Relations*, 11th ed). Her 2008-2016 service on the Universal Accreditation Board shaped the APR+M, developed the Certificate in Principles of Public Relations, and influenced the current distribution of KSAs undergirding the APR credential. Her nationally award-winning advocacy campaign and her effective advocacy trainings for the PTA[®] empowered an army of parent activists, impacting millions of children across California. Her efforts on diversity and inclusion include PRSA National Committee on Work, Life & Gender research and publications, San Diego State University's bilingual media writing initiative for Spanish-speaking students, and coaching BIPOC and international scholars in research and publishing.

ESCORT: Elizabeth L. Toth, Ph.D., APR, Fellow PRSA

Professor, Department of Communication • University of Maryland, College Park • Laurel, Maryland

Pamela Thompson, APR, Fellow PRSA

Manager, Internal Communications • AllianceRx Walgreens Prime • Wylie, Texas



A strategic communicator, Pamela Thompson has provided executive counsel, built public relations campaigns, and led change communications at corporate, education, and nonprofit organizations for 29 years. She is the internal communications manager at AllianceRx Walgreens Prime, one of the United States' largest specialty and home delivery pharmacies. A past president of the PRSA Dallas and Greater Fort Worth chapters, Pamela combines her passion for learning and her love of people to mentor others, champion the APR, and volunteer. Her diversity and inclusion work encompasses cancer awareness partnerships with Black churches to reach African American women, adding diverse volunteers to the Dallas PRSA Chapter leadership, and fostering workplace belonging through communications at AllianceRx Walgreens. Continuous learning is the key to her success, and she looks forward to learning more in the years to come.

ESCORT: Kristie K. Aylett, APR, Fellow PRSA

Principal • The KARD Group Public Relations/Marketing • Diamondhead, Mississippi

Laura Moore Van Hoosier, APR, Fellow PRSA

Assistant Vice President, Public Relations • Cook Children's Healthcare System • Fort Worth, Texas



Laura Van Hoosier is an award-winning professional. She has served PRSA for 25 years in more than 30 roles, including as a two-time president of the Greater Fort Worth Chapter and also as chair of the Southwest District. A longtime American Red Cross public affairs volunteer, she is a YWCA Tribute to Women in Business honoree and received a prestigious honor from PRSA's Health Academy. Her team's projects were also shortlisted for 2022 Silver Anvil Awards. Known for her development of PR students, Laura is recognized for nurturing dozens of PR professionals who are leaders in their respective industries. She has championed underrepresented communities and has led her support for the voiceless by drafting an official statement regarding racial bias and highlighting the diversity efforts of Cook Children's Healthcare System. Laura has been an adjunct faculty member at Texas Christian University in Fort Worth and is an active member of her United Methodist Church.

ESCORT: William M. Lawrence, APR, Fellow PRSA

Principal • Lawrence & Associates • Fort Worth, Texas

Rebecca M. Villareal, APR, Fellow PRSA

Executive Director of Communications · New Braunfels Independent School District · New Braunfels, Texas



Rebecca M. Villareal, a native of Texas, moved to San Antonio in 2000 to start her career and has worked primarily in education for K-12 public school districts and in higher education. She joined the Texas School Public Relations Association (TSPRA) in 2002, PRSA in 2005, and has been a member of the National School Public Relations Association (NSPRA) since 2018. She is the current TSPRA president and was the PRSA San Antonio Chapter president in 2011, when she created an endowment fund for a chapter scholarship to PRSSA students. In NSPRA, she has served on various committees and has been a featured conference presenter. She serves her local community on the hospital's Women's Advisory Board, as vice chair of the 2020 Census Complete Count Committee, and as a Girl Scout troop leader. She has also served as PRSSA presenter and shadow host for the San Antonio Chapter, and as an engaged APR facilitator, moderator, and mentor for the NSPRA candidates. She has won awards from NSPRA, TSPRA, and PRSA San Antonio for her work and was named the Chapter's 2021 Professional of the Year. She consistently mentors APR candidates.

ESCORT: Olga Mayoral Wilson, APR, Fellow PRSA

Senior Lecturer (retired) · Texas State University · San Marcos, Texas



HENNEN COMMUNICATION

Margaret Ann Hennen, APR, Fellow PRSA



2022 SAGE AWARD

Vivian Hamilton, APR, Fellow PRSA

Vivian Hamilton, APR, Fellow PRSA, has more than 45 years of experience as a communications counselor, corporate executive, and educator, predominately in Alaska. She is known for her exceptional service as a mentor and advisor across the country. Alaskans know she is only a phone call – or latte – away, and her not-so-gentle nudges into volunteer service are famously appreciated.

For years, she's been a PRSA leadership fixture working on numerous task forces, the national board, and the College of Fellows. Vivian and past Fellows Chair Joan Capelin, APR, Fellow PRSA created the GoodFellows program to help applicants navigate the application process. In recognition, they received the College of Fellows Outstanding Leadership Award in 2009.

The PRSA Alaska Chapter recognized her service with the Chapter Service Award and as Communicator of the Year. In 2009, the chapter created the Vivian Hamilton Professional Promise Award to acknowledge professionals with less than five years of experience who demonstrate dedication to advancing the profession and the chapter. Vivian gathers those recipients regularly to support their careers.

Professionally, she served as chief communicator for the Alaska Mental Health Trust Authority, Alaska Railroad Corporation, press secretary for the Alaska governor, and Alyeska Pipeline Service Company. She taught strategic public relations and writing as a member of the University of Alaska Anchorage faculty. And, for 15 years, she was an independent practitioner providing communications counseling to clients throughout Alaska.

One of Vivian's endorsers said, "[She] is luminous. She is the best we have in the profession, the best colleague, and the best friend."

Congratulations **MICKEY NALL**



**WINNER OF THE PRSA GOLD ANVIL
AWARD FOR LIFETIME ACHIEVEMENT**

WE ARE HONORED TO HAVE HIM ON OUR FACULTY.



2022 PRSA GOLD ANVIL

Mickey Nall, APR, Fellow PRSA

The Gold Anvil, PRSA's highest individual award, honors a PRSA member with at least 20 years of experience whose accomplishments have made a significant contribution to the profession. It is considered PRSA's lifetime achievement award.

Mickey Nall, APR, Fellow, PRSA and 2022 Gold Anvil winner, exemplifies the best in our profession and our society. Integrity, excellence, creativity, and civility have all been hallmarks of his career. During his years working primarily in the agency world, including 21 years with Ogilvy in New York, Washington, D.C., and Atlanta, Mickey combined strategic communication with a global vision of the future – and an ability to get results.

He has always championed public relations education and worked to strengthen the practice/education connection. As PRSA Chair and CEO in 2013, he made this one of his key priorities. Since then, he has continued that commitment through his work as co-chair for the PRSA Educational Affairs Committee, overseeing the certification process for public relations programs at colleges and universities. Today, Mickey's passion and enthusiasm for our profession are inspiring students and colleagues at his alma mater, the University of Florida, where he is professional-in-residence in the public relations program.



Marlene Neill, Ph.D., APR **PRSA EDUCATOR OF THE YEAR**



**NON-PROFIT AND GOVERNMENT
PUBLIC RELATIONS**

PR MANAGEMENT AND ETHICS

**PUBLISHED
30 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



2022 OUTSTANDING EDUCATOR AWARD

Marlene Neill, Ph.D., APR, Fellow PRSA

PRSA's Outstanding Educator Award honors a PRSA member who has made a significant contribution to the advancement of public relations education through college or university teaching. The 2022 recipient is Marlene Neill, associate professor, and graduate programs director, Department of Journalism, Public Relations and New Media, Baylor University. In addition to Marlene's classroom work, her extensive research on ethics and public relations set her apart from her colleagues. She is a respected author of two books and more than 30 articles and is currently working with her colleague, Katie Place Ph.D., to capture the stories of outstanding women in The College of Fellows.

Marlene's students benefit from her practical experience as a public relations professional practicing in government and nonprofit environments as well as her PRSA contributions that include service as a chapter president, a Universal Accreditation board member, Board of Ethics and Professional Standard member, Educators Academy leader, and College of Fellows committee member. She combines practical and academic perspectives with her extensive research to offer her students sound public relations foundations, preparing them for career success.

**There are stars...
and then there are STARS**



**Congratulations to the Class of 2022 –
May you continue to shine brightly!**

**J.W. Arnold, CAE, APR, Fellow PRSA
2022 Chair-elect, PRSA College of Fellows
Principal, PRDC Public Relations**



2022 PATRICK JACKSON AWARD FOR DISTINGUISHED SERVICE

J.W. Arnold, APR, Fellow PRSA

The Patrick Jackson Award for Distinguished Service, presented by the Public Relations Society of America, recognizes an experienced PRSA member in good standing who has significantly advanced PRSA by working to support chapters, districts, and/or national, and inspiring fellow practitioners, professionally and personally. No matter your specialty, chances are you benefit from the prolific service to our industry of the 2022 recipient, J.W. Arnold, APR, Fellow PRSA. For decades, J.W.'s expertise has guided national and international trade, public affairs, membership, and nonprofit organizations.

J.W. joins a distinguished list of Fellows who have received this award, named for one of the inaugural members of the College of Fellows.

A Missourian at heart, J.W.'s Show Me State hospitality extends through his client projects including the White House Visitor Center, National Academy of Education, Direct Marketing Association, Sustainable Energy Institute, Broward Navy Days, Inc., and Fleet Week Port Everglades.

J.W. is principal of PRDC Public Relations, based in Washington, D.C., and Fort Lauderdale, Florida. He is executive director of Greater Fort Lauderdale Pride, Inc., a board member of South Florida International Press Club, and active with Rotary International and the Congressional Staff Association. Arnold is a widely published arts and travel writer and member of the prestigious American Theater Critics Association.

Honoring the Class of 1997 on the Silver Anniversary of Their Induction

Cathryn Gibbs Harris, APR, Fellow PRSA

Kay Herring, APR, Fellow PRSA *

James Lubetkin, APR, Fellow PRSA

Gary Myers, APR, Fellow PRSA

Deanna Pelfrey, APR, Fellow PRSA

Phillip Ryan, APR, Fellow PRSA

Lynne Sallot, APR, Fellow PRSA

Thomas Schick, APR, Fellow PRSA

Frank Stansberry, APR, Fellow PRSA

Joseph A. Vecchione, APR, Fellow PRSA *

* deceased



**Honoring members of the College of Fellows celebrating 50 or more years
of PRSA membership in 2022**

(in descending order of number of years)

John P. McGill, APR, Fellow PRSA	Sandy M. Hermanoff, APR, Fellow PRSA
Graham Sudbury, APR, Fellow PRSA	John L. Paluszek, APR, Fellow PRSA
Eugene Miller, APR, Fellow PRSA	Dwayne Summar, APR, Fellow PRSA
Nina Streitfeld, APR, Fellow PRSA	Richard G. Claeys, APR, Fellow PRSA
Art Stevens, APR, Fellow PRSA	Mountfort A. Euston, APR, Fellow PRSA
Ron E. Rhody, APR, Fellow PRSA	Jim Haynes, APR, Fellow PRSA
Barbara W. Hunter, APR, Fellow PRSA	Davis Young, APR, Fellow PRSA
James A. Little, APR, Fellow PRSA	Robert C. Ross, APR, Fellow PRSA
Edward J. Menninger, APR, Fellow PRSA	Robert J. O’Gara, APR, Fellow PRSA
Thomas L. Harris, APR, Fellow PRSA	Joe S. Epley, APR, Fellow PRSA
Otto Lerbinger, APR, Fellow PRSA	Frederick W. Morgan, APR, Fellow PRSA
John D. Graham, APR, Fellow PRSA	Bruce Pozzi, APR, Fellow PRSA
Donald M. Levin, APR, Fellow PRSA	Kenneth D. Makovsky, APR, Fellow PRSA
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 Julie Fix, APR, Fellow PRSA
 Karen Frashier, APR, Fellow PRSA
 Margaret Ann Hennen, APR, Fellow PRSA
 Lisa Lochridge, APR, Fellow PRSA
 Merrie Myers, APR, Fellow PRSA
 Marlene Neill, APR, Fellow PRSA
 Judy Phair, APR, Fellow PRSA
 Philip Poole, APR, Fellow PRSA
 Diane Slaughter, APR, Fellow PRSA
 Dianne Danowski Smith, APR, Fellow PRSA
 Philip Tate, APR, Fellow PRSA
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 Kevin Waetke, APR, Fellow PRSA
 Olga Mayoral Wilson, APR, Fellow PRSA

Ex officio:

Margaret Ann Hennen, APR, Fellow PRSA
 Greg Bailey, APR, Fellow PRSA
 Blake Lewis, APR, Fellow PRSA
 Susan Belanich, PRSA staff liaison

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 Olga Mayoral Wilson, APR, Fellow PRSA

HOSTS

These Fellows served as one-on-one introductory mentors helping the Class of 2022 assimilate into the College.

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Co-Chair Philip Tate, APR, Fellow PRSA

Co-Chair Kevin Waetke, APR, Fellow PRSA

Andrew Corner, APR, Fellow PRSA

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OUR COLLEAGUE AND FRIEND

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Margaret Ann Hennen

APR, PRSA Fellow

We honor your career of achievement, leadership and success and your unwavering commitment to making the profession of public relations a beacon of inspiration for our world.



Thank you for your sterling leadership
of the PRSA College of Fellows!

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The College of Fellows gratefully acknowledges the following for their support of Fellows Week and the 2022 Induction Celebration



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*In honor of Marlene Neill, APR, Fellow PRSA and
2022 PRSA Educator of the Year*

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PRDC Public Relations and J.W. Arnold, APR, Fellow PRSA

In honor of the Class of 2022 and in support of Fellows Week virtual induction productions

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In honor of Mickey Nall, APR, Fellow PRSA and 2022 PRSA Gold Anvil recipient

Former and Current College of Fellows Chairs and Leadership

In support of the new College of Fellows pins

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Shellyn and Philip Poole, APR, Fellow PRSA

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*In honor of Margaret Ann Hennen, APR, Fellow PRSA
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*In honor of Elyse Hammett, APR, Fellow PRSA
and in memory of Richard Hodges, APR, Fellow PRSA*

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Wendy Kurtz, APR, Fellow PRSA, and
Kena Lewis, APR, Fellow PRSA*

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In support of the Get Reacquainted Mixer and Champagne Toast

The Tulsa Zoo

In honor of Ellen Averill, APR, Fellow PRSA

BRONZE

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*Greg Bailey, APR, Fellow PRSA, 2021 College of Fellows Chair
Barbara Kerr, APR, Fellow PRSA, 2022 College of Fellows Chair*

Geri Evans, APR, Fellow PRSA

In honor of the Class of 2022

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Greg Bailey, APR, Fellow PRSA

Susan Balcom Walton, APR, Fellow PRSA and George Scheff

In memory of Mark Walton

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In honor of Tracy Schario, APR, Fellow PRSA

Midwest District, PRSA

In honor of Debra Peterson, APR, Fellow PRSA

Southeast District, PRSA

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Sandra Brodnicki, APR, Fellow PRSA,
Jeremy C. Burton, APR, Fellow PRSA
Pamela Thompson, APR, Fellow PRSA
Laura Van Hoosier, APR, Fellow PRSA
Rebecca Villarreal, APR, Fellow PRSA*

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