
CHAMPIONS

For the Public Relations
Student Society of America

2010
Directory of
Members



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INTRODUCTION

Named in this Directory are the members of the Champions for the Public Relations Student Society of America as of March 2010.

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

The annual membership fee of \$50 matches student PRSSA dues, is tax deductible, and is payable to the PRSA Foundation, noted Champions For PRSSA, 33 Maiden Lane 11th Floor, New York, NY 10038. Fees are used solely for national programs and incentives that could not otherwise be provided by PRSSA or its parent organization. Champions stay up-to-date on students and their education through newsletters and *FORUM*, the PRSSA national newspaper.

To mark the student organization's 40th Anniversary Year of 2007-2008, the Champions published an update of the History of PRSSA, which now claims more than 10,000 members in more than 300 colleges and universities.

The Champions recognize retiring National PRSSA Advisors and sponsor the Teahan Awards for outstanding PRSSA Chapters, Chapter Advisors and sponsoring PRSA Chapters. As a long-time sponsor of the Plank/PRSSA Scholarships, the Champions salute and thank the PRSA Foundation, which has now completed its endowment to assure these future awards to the "brightest-and-best students."

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

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

Co-chaired by PRSSA Past President Kevin Saghy; PRSA Past Presidents Judith Meredith, APR, Fellow PRSA and Betsy Plank, APR, Fellow PRSA, and PRSA 2010 Chair and CEO Gary McCormick, APR, Fellow PRSA, the Champions supplement the dedicated work of PRSA and PRSSA Advisors. It has the enthusiastic support of PRSA and PRSSA leaders, who encourage strong and productive relationships between professionals and the next generation that will shape the future of public relations.

INDIVIDUAL CHAMPIONS

**Champions who have identified themselves as PRSSA members during their college years.
** Champions who contributed to the PRSSA Champions Gift Fund for student awards.*

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ALTSCHUL, b j, APR, Principal, Sunrise Strategies, 14100 Beechvue Lane, Silver Spring, MD 20906 — (240) 603-8454, sunrises111@gmail.com. PRSA Chapter: National Capitol

Altschul was previously a lecturer, U-Maryland; assistant professor, American University (PRSSA Faculty Advisor), PR manager, U-Maryland Biotechnology Institute; director, communication, Virginia Department of Agriculture; publisher, Virginia Maritimer, Virginia Port Authority. PRSA 2010 Conference committee. Past chair: PRSA-NCC University Relations, Mid-Atlantic District, and Government Section; other Chapter Accreditation committees. Sponsor: Altschul/Champions Outstanding Internship Award.

ANDERSEN, FAYE I., APR, Northern Communications Manager, Sierra Pacific Power Company, P. O. Box 10100, Reno, NV 89520 — (775) 834-4822, fandersen@sppc.com. PRSA Chapter: Sierra Nevada

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Barbour is a communications manager at the Mayo Clinic focusing on executive communications and strategic employee communications. A member of PRSA's board of directors, Barbour holds an M.B.A. from the University of North Florida and a Bachelor of Science in public relations from the University of Florida.

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Barnes has spent much of her career in higher education fund raising at four public universities and as a fund-raising consultant. She has been a partner in her own public relations firm, which specialized in environmental community relations. She is an instructor of public relations at Belmont University in Nashville.

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

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Guest Relations Ambassador, New York Yankees (2009-10); Internal Communications Manager, Wolters Kluwer (2007-08); PRSA: Co-Chair, Student Development Initiative, Educational Affairs Committee (2010), Member, Entertainment & Sports Section (2009-10), Director, PR (2005-07); Manager, PR (2003-05); PRSSA: Sydney Gross Memorial Award, (2000); National President, (2000-01); vice president of public relations, (1999-2000).

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Strategically focused counselor specializing in employee, media, marketing and crisis communication. Broad-based experience in corporate PR practice, management and counseling. Former newspaper reporter and editor. PRSA New York Chapter President 1989-1990; Tri-State District Chair, 1992; National Board of Directors, 1993-1994; National Board Liaison to PRSSA, 1993-1994; co-founder and co-chair, Employee Communications Section, 1995. John W. Hill Award recipient for lifetime contributions to PRSA and public relations, 1995.

***BRIDGMAN, JEREMY**, Account Manager, Waggener Edstrom, 750 Third Ave, New York, NY 10035 — (212) 551-4831, jbridgman@waggeneredstrom.com. PRSA Chapter: New York

Bridgman was the 2003-2004 National President of PRSSA when he created the “Get your G.E.A.R.S. in Motion” vision for the future of the organization and its members. He also worked with the PRSSA National Committee on the Diversity Initiative and with several subcommittees of PRSA. He is a recipient of the Betsy Plank/PRSSA Scholarship Award.

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Brown focuses on business-to-business public relations campaigns. He oversees strategic planning, media and analyst relations, social media initiatives and direction of content development for case studies, white papers, news releases and trade articles. He's earned numerous awards from PRSA for outstanding public relations campaigns and tactics, including "Best of Show" honor and "Rising Star" honors.

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Corbett is CEO of Redphlag LLC, a strategic communications management consulting firm. He previously was vice president of the branding and corporate communications group of \$112 billion Hitachi, Ltd. from June 1995 to December 2007. He has served several leading Fortune 200 firms including Loral Corporation, ASARCO Incorporated, Gould Inc. and International Harvester Company. He launched his career as a scientific programmer at NASA. A native of Philadelphia, he has a B.A. in public relations from San Jose State University and an A.A. with a major in electronic engineering from the Community College of Philadelphia.

CULP, E. RONALD, Partner, Ketchum, 200 E. Randolph Street, Chicago, IL 60601 — (312) 228-6990, ron.culp@ketchum.com. PRSA Chapter: Chicago

Culp is a Ketchum partner and director of North American Corporate Practice. His blog — Culpwrit.com — provides guidance to individuals pursuing careers in public relations. Ron's 35-year career spans a broad range of communications activities in government and the business-to-business, consumer products, pharmaceutical and retailing industries. Prior to joining Ketchum, he was managing director of the Chicago office of Sard Verbinnen and Company, a leading financial communications firm.

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

***D'ANGELO, ANTHONY W., APR, FELLOW PRSA**, Director, Operations, St. Joseph's Hospital Health Center Foundation, 973 James Street, Suite 250, Syracuse, NY 13203 — (315) 703-2189, anthony.dangelo@sjhsyr.org. PRSA Chapter: Central New York

D'Angelo is director of operations at St. Joseph's Hospital Health Center Foundation, which houses the organization's marketing, communications, government relations and development work. A former member of PRSA's National Board of Directors, he currently co-chairs PRSA's MBA Initiative and is a member of the Educational Affairs and International Conference Committees.

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Adjunct journalism instructor at The University of Memphis since 1999; former Professional Advisor of University of Tennessee at Martin PRSSA Chapter.

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Fall is an associate professor in the School of Advertising and Public Relations at the University of Tennessee. Prior to her teaching career, she was a public relations practitioner in the travel industry where she worked in various vacation destination markets, including Hilton Head Island and Myrtle Beach, S.C.

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David Ferguson, APR, Fellow PRSA, President of PRSA, 1985. As a Champion for PRSSA, Mrs. Ferguson continues his interest in students and their continued education in public relations.

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National PRSSA Faculty Advisor, 1995–2003. Interim National PRSSA Faculty Advisor, 2005.

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Carol Ann Hackley, co-author of “WORDSMITHING: The Art & Craft of Writing for Public Relations,” and author, “Public Relations in Education,” has taught at Nebraska, Hawaii, Ohio State and University of the Pacific. She has received PRSA’s National Paul Lund Award, and the Hawaii Chapter’s first Koa Anvil. She served as Edelman’s Professor-in-Residence.

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For more than 25 years, Harbrecht has led Paul Werth Associates through a period of growth, achievement and national recognition. She offers expertise in strategic communications planning, organizational communication, and public and social policy. She also provides senior leadership and direction for public relations, public affairs, marketing and digital programs.

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Jackson spent 38 years with Dow Corning Corp., retiring as director of global corporate relations in 2001. During his career Jackson was director of communications and public affairs for Dow Corning Asia in Tokyo and Dow Corning Europe in Brussels. Jackson was a member of the PRSA Board and the IPRA. Jackson has spoken at PR-related conferences around the world. He has provided counsel to diverse clients, including corporations and non-profit organizations — from the very small to global in size and reach. Jackson graduated from the University of Michigan. He and his wife, Joan, have three grown children and reside in Traverse City, Mich.

****KING, ROLAND, APR, FELLOW PRSA**, Vice President, Public Affairs, National Association of Independent Colleges & Universities, 1025 Connecticut Ave. NW, Suite 700, Washington, DC 20036 — (202) 739-0475, roland@naicu.edu. PRSA Chapter: Maryland

King is vice president for public affairs at the National Association of Independent Colleges and Universities, an organization of private college and university presidents. Earlier, he was director of university relations at the University of Maryland and director of media and external relations at Rutgers, The State University of New Jersey.

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

KNOESEL, SANDRA L., APR, FELLOW PRSA, Deputy Executive Director, The State Teachers Retirement System of Ohio, 275 E Broad St, Columbus, OH 43215-3771 — (614) 227-2880, knoesels@strsoh.org. PRSA Chapter: Central Ohio

KRUCKEBERG, DEAN A., PH.D., APR, FELLOW PRSA, Communications Professor and Director, Center for Global Public Relations, University of North Carolina at Charlotte, NC 28223-0001 — (704) 687-3183, Dean.Kruckeberg@uncc.edu. PRSA Chapter: Charlotte

Taught, lectured and performed research worldwide. Author and co-author of numerous books, book chapters and journal articles on global public relations and ethics. Co-chair, Commission on Public Relations Education and charter member of IPR's Commission on Global Public Relations Research. U.S. council representative to the board of the IPRA. PRSA National Outstanding Educator, 1995, winner of the Institute's Pathfinder Award for Public Relations Research, 1997 and awarded the Jackson Jackson & Wagner Behavioral Research Prize in 2006.

PRSA: National Board; Midwest District Chair; National Nominating Committee; co-chair, Educational Affairs Committee; chair, Educators Academy. PRSSA: former National Faculty Advisor and Advisor to FORUM. member, Research and Educational Advisory Committee, Institute for Public Relations Research and Education. former chair of the Public Relations Divisions of AEJMC, NCA and ICA.

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Landers is director, external communications for Delta Air Lines at its world headquarters in Atlanta. He is the airline's chief spokesman and oversees all media relations in the United States. He is a member of the PRSA-Georgia Board of Directors, a national co-chair for the Champions For PRSSA and a PRSSA Past President (1998). He was inducted into the PRSSA Hall of Fame in 2004. Landers also serves on the Communications Advisory Board for the University of Tennessee at Martin and in 2008 was named to Georgia Trend magazine's "Top 40 Under 40."

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Lewis has 32 years of experience in public relations and currently leads Dallas-based Lewis Public Relations. A graduate of Iowa State University, Blake guest lectures at several universities and serves PRSA and PRSSA at the Chapter, District and National levels. He was elected to the national board of PRSA in 2009.

***LIEBL, GAIL, APR**, Director, Communications & Branding, Travelers, 385 Washington St., NB 14B, St. Paul, MN 55102 — (651) 310-6902, gliebl@travelers.com. PRSA Chapter: Minnesota

Liebl is a director of communications and branding for Travelers and a member of the PRSA National Board of Directors. She was the PRSA Technology Section chair; a Nominating Committee member; a PRSA International Conference speaker; and a five-time Silver Anvil judge and three-time Bronze Anvils senior judge; a Educational Affairs Task Force member; a Counselor's Academy member and a five-time assembly delegate. She cofounded the New Professionals Affinity Group (now Section). She served as the 2006 Minnesota PRSA Chapter president and the 1996 PRSSA national president.

***LISTON, ELLEN A., APR, FELLOW PRSA**, Community Relations Director, East Tennessee Children's Hospital, 2018 Clinch Avenue, Knoxville, TN 37916 — (865) 541-8532, eliston@etch.com. PRSA Chapter: Volunteer

Liston has spent her public relations career in two diverse areas: entertainment (at Dollywood theme park) and health care. She worked at an agency early in her career and has been an adjunct professor at the University of Tennessee-Knoxville. She says her best volunteer "job" is as the UTK PRSSA Professional Advisor.

LITTLE, JAMES A., APR, FELLOW PRSA, President, First Communications Group Inc, 243 Stanford Pkwy, Findlay, OH 45840-0866 — (419) 422-3646, frstgroup@aol.com. PRSA Chapter: Northwest Ohio

Little is president of First Communications Group, Inc. He was the 1981 National President of PRSA and on the National Board of Directors from 1977-1982. He has been a member of PRSA since 1964, earned Accreditation in 1968 and was elected to the College of Fellows in 1990. He was National Professional Advisor to PRSSA in 1983-1984.

LITWIN, M. LARRY, APR, FELLOW PRSA, Associate Professor, Rowan University, 201 Mullica Hill Road, Glassboro, NJ 08028 — (856) 256-4224, larry@larrylitwin.com. PRSA Chapter: Philadelphia

Litwin is a strategic advisor, teacher, mentor, role model and ethicist, and an award-winning public relations counselor and broadcast journalist, who has left a lasting impression on thousands of students and professionals. In 2007, he was elected to the PRSA College of Fellows — one of only 445 members (at the time). He is the 2006 recipient of the National School Public Relations Association's Lifetime Professional Achievement Award. Litwin has authored two books, "The Public Relations Practitioner's Playbook" and "The ABCs of Strategic Communication." He is associate professor of public relations and advertising at Rowan University.

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

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McCarter has been employed in high-tech communications for 35 years as an association executive in communications and public relations, as well as an editor and a journalist. Having retired as IEEE-USA PR director, he consults for IEEE-USA as senior PR counselor. McCarter is past chair of the College of Fellows and Association Section, and is Professional Advisor to the Howard University PRSSA.

MCCORMICK, GARY, APR, FELLOW PRSA, Partnership Development Director, HGTV-Scripps Networks, 9721 Sherril Blvd, Knoxville, TN 37923 — (865) 560-4143, GMcCormick@hgtv.com. PRSA Chapter: Volunteer

Co-Chair, Champions For PRSSA; PRSA 2010 Chair and CEO; Recipient, Teahan Award for Outstanding PRSSA Professional Advisor, 2002; Ferguson Award, 2006.

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Co-chair, Champions for PRSSA. Previous: director of public relations, Sive/Young & Rubicam; PRSA National President 1983; Secretary 1981; Cincinnati Chapter President; member, National Board; Outstanding Local Member, 1977; Xavier University Community Relations Advisory Board; Chairperson, National Council for International Visitors; Executive Committee Member, Girl Scouts of the USA; 1983 National Headliner, Women in Communications; 1983 Career Woman of Achievement. Paul Lund Award, 1999; PRSA Educators Academy Ferguson Award.

MORALES, LUIS W., APR, FELLOW PRSA, Public Relations Counsel, Morales Public Relations, 19 W. Golf Club Lane, Paoli, PA 19301-1536 — (610) 647-7198, lwmorales@verizon.net. PRSA Chapter: Philadelphia

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

***MORTINE, NEIL**, Chairman, Fahlgren Mortine Public Relations, 4030 Easton Station, Ste 300, Columbus, OH 43219 — (614) 383-1507, neil.mortine@fahlgren.com. PRSA Chapter: Central Ohio

Mortine has more than 30 years of corporate communications and brand marketing management experience. Mortine was recognized by the PRSA Central Ohio Chapter with the Walt Seifert Award for Outstanding Service PRSSA. He holds a bachelor's degree in journalism/public relations from The Ohio State University.

NALL, MICKEY G., APR, FELLOW PRSA, Managing Director, Ogilvy Public Relations Worldwide, 3340 Peachtree Rd NE Ste 300, Atlanta, GA 30326 — (404) 881-2300, mickey.nall@ogilvypr.com. PRSA Chapter: Georgia

Nall leads Ogilvy Public Relations Worldwide's Atlanta office and is a member of Ogilvy PR's global management committee. He is member of the Board of Directors of PRSA (2010-2012) and a trustee of the PRSA Foundation. Mickey chaired the University of Florida's College of Journalism and Communications public relations department advisory council in 2007. He is a past president of the Florida Public Relations Association and has received numerous awards.

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Paluszek is senior counsel at Ketchum (New York and Washington, D.C.) specializing in reputation management and corporate responsibility. He is also chairman of the Global Alliance for Public Relations and Communication Management; co-chairman of The Commission on Public Relations Education; liaison to the United Nations for the Public Relations Society of America and a member of the Accrediting Council on Education in Journalism and Mass Communications.

****PHAIR, JUDITH T., APR, FELLOW PRSA,** Vice President, Communications, Graduate Management Admission Council, 1600 Tysons Blvd, Suite 1400, McLean, VA 22102 — (703) 245-0660, jphaire@gmac.com. PRSA Chapter: National Capitol

Judith (Judy) T. Phair, a public relations executive with more than 30 years of experience in marketing, media relations, fund raising, legislative relations and communications, is vice president of communications for the Graduate Management Admission Council, a nonprofit association of leading business schools worldwide, which also owns and administers the GMAT exam. Judy was 2005 PRSA President and CEO.

PLANK, BETSY, APR, FELLOW PRSA, Principal, Betsy Plank Public Relations, 421 Melrose Street, Chicago, IL 60657 — (773) 525-8902, PRSA Chapter: Chicago

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Popp-Stahly spent seven years in New York agency and corporate public relations until moving to Indianapolis in 2000 to manage external communications for Lilly's neuroscience medications. PRSA: Silver Anvil Award, 2002; Student-to-Professional Task Force, 2001-02. Hoosier Chapter President, 2008, Assembly Delegate, 2004-06; VP of Operations, 2004; Director of Membership, 2003. PRSSA Liaison, 2000-02. New York Chapter: Intern Matchmaking Event Chair, 1996-2000; Education Chair, 1998-99. PRSSA: Purdue Chapter Professional Advisor, 2009-present; PRSSA Hall of Fame Award, 2002; East Central District Director, 1992-93; Betsy Plank Scholarship, 1992; Ball State Chapter PR Director, VP, 1990-92. Ball State University, 1993.

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