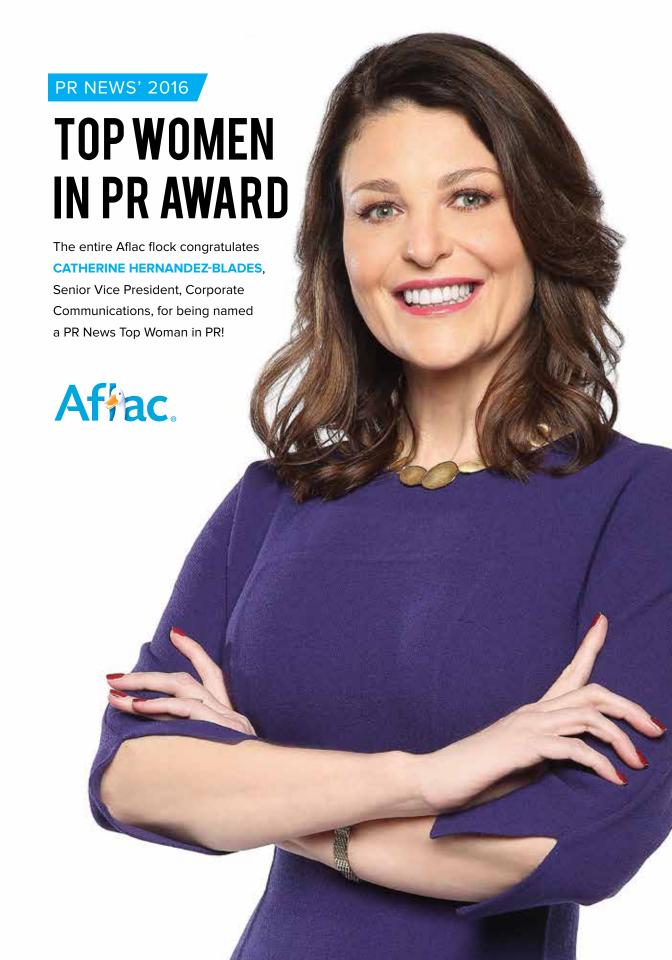


Awards Luncheon

Tuesday, January 24, 2017 Grand Hyatt, New York

12:00 p.m. – 2:30 p.m.





Keynote Speaker:



Maya Nussbaum
Founder & Executive Director
Girls Write Now
@girlswritenow

Maya Nussbaum has grown Girls Write Now over the last two decades from a loose association of women writers into a dynamic, volunteer-powered community, and a nonprofit after-school program distinguished by the President's Committee on the Arts and the Humanities as one of the top 15 in the nation, by the Nonprofit Excellence Awards as one of New York's top 10

nonprofits, by Time Out New York as one of the best places to volunteer and by Youth INC with the Innovators Award for improving the lives of New York youth.

Recently named one of the Top 40 Feminists under 40 by The Feminist Press, one of the Top 20 Philanthropists under 40 by The Observer, a Diane von Furstenberg (DVF) People's Voice Nominee, a Local Hero by Metro New York, an Education Hero by The New York Times and a 2016 White House Champion of Change, Maya is currently harnessing her knowledge and experience to launch Girls Write Now's ambitious growth plan.

Award Presenters:



Steve Goldstein

Editorial Director

PR News



Jennifer Christie Communications Manager ESPN



Danielle Meister Cohen
North American
Corporate Reputation
& Communication
Samsung Electronics



Bridget O'Neill Manager, Public Relations Elizabeth Arden



Sophia S. Ahmad



VP of Public Relations

Greater Des Moines Partnership

Sophia Ahmad has led efforts to amplify positive messages about Des Moines—such as when it was named the #1 Best City for the Middle Class by Business Insider—through strategically leveraging a group of 200+ Social Ambassadors who share the news via social media using #SeizeDesMoines.

Starr Million Baker



CEO INK

With Starr Million Baker leading the way, Datapipe relied upon INK to promote its acquisition of DualSpark, an AWS consulting and professional services expert; the campaign marked the most high-profile announcement in the company's history.

Jennifer Becerra



Vice President

H+M Communications

Over the last year under Jennifer Becerra's leadership, H+M Communications was named one of the top five consumer agencies in North America, and campaigns she managed earned Silver and Bronze Anvils, as well as SABRE and In2SABRE Awards.

Natalie Best



EVP, Director of Client Services
French West Vaughan

Under Natalie Best's leadership, FWV executed an aggressive public relations plan, with little trade ad support and no mass-media ad support, which resulted in 95% positive, earned media coverage for NATHAN in key consumer and industry outlets.

Donna Allen



VP of Sales & Marketing Visit Norfolk

Donna Allen's commitment to attracting a diverse traveling public to the City of Norfolk extends throughout every aspect of the organization's public relations, marketing and advertising efforts.

Ann Barlow



President, West Coast; Managing Director

Peppercomm Creative-Digital

Even with long hours, Ann Barlow finds time to mentor women in prison and empower women as a board member of the nonprofit Watermark, an organization that connects, develops and advocates for the advancement of women in the workplace.

Alana Beseau



VP, Creative Director Weber Shandwick

Alana Beseau's creativity has fueled Weber Shandwick's growth; as creative lead on TUMS, she took a handful of existing television commercials and created a completely realized world, driving digital content and PR activations with giant food characters.

Kimberly Blackwell



CEO PMM Agency

As CEO of PMM, Kimberly Blackwell is one of the country's top executives in marketing/advertising; as a thought leader, she's appeared on/in HuffPost Live, Time Inc. and Fortune magazines, and was named by Black Enterprise magazine as one of Twenty-Five Influential Black Women in Business.





Congratulations to my fellow Top Women in PR. I'm honored to be recognized alongside such stellar public relations professionals.

At Impact, we tell stories that make people feel good about where they are, and better about where they are going.

Thank you PR News for sharing my story with others.

Cheryl McCants

CEO, Impact Consulting Communication Experts



Carrie Blewitt



Sr. Vice President
Story Partners, LLC

As the account lead, Carrie Blewitt managed the Vote4Energy.org platform, a unique online hub for educational and interactive tools that allow voters to engage, learn and pledge to make smart energy choices.

Donna Burke



Co-Founder
Sparkpr

Donna Burke has infused her entrepreneurial spirit into a once-startup PR firm and grown it into a leading, fully integrated communications agency with clients across the board from early stage companies to powerhouse players like eBay, Univision and Walmart.

Lisa Campbell



Director, Marketing Communications Mars Petcare US

Taking the declining wet dog food category head on, Lisa Campbell fearlessly drove an integrated, multibrand effort to create a campaign, Mix Mania, that reached dog owners who have either never tried wet food or have stopped serving their dogs wet food.

Lindsey Carnett



CEO & President

Marketing Maven

Lindsey Carnett started Marketing Maven at the age of 26 in the middle of the recession and has grown it to a 20-person bicoastal agency in seven years.

Kirsten Chiala



Digital Content Manager Cisco

At Cisco, Kirsten Chiala has built a strong brand journalism program that uses a variety of mediums, including graphic novels, interactive media quizzes, blogging, video, infographics and social media to tell Cisco's complex story in a compelling and digestible way.

Allison Clair



Associate Director, Media Relations
NYU Langone Medical Center

Allison Clair has helped build relationships with women's magazines for the entire NYU Media Relations Department, has helped raised the profile of the Women's Center and has educated reporters on women's health issues.

Jennifer Connelly



CEO **JConnelly**

Early on, Jennifer Connelly positioned her firm at the forefront of a changing communications landscape, as she added a whole host of integrated communications services.

Lisa Dallos



Founder & CEO High10 Media

Lisa Dallos has built High10 Media into a premier agency for media, with clients ranging from national magazines to newspapers, TV networks and film studios.



Congratulations Maureen Davenport, named a Top Woman in PR by PR News

Thank you for your dedication to our work at the heart of housing. Every day, you inspire us to achieve our vision to be America's most valued housing partner.

Want to use your talents at a company that values leadership and offers meaningful and challenging work? Visit fanniemae.com/careers to see our openings and apply online.





Rosanna D'Antona



President
Havas PR Milan

In 2003, Rosanna D'Antona founded D'Antona&Partners, now Havas PR Milan, and has helped the agency thrive ever since.

Maureen Davenport



SVP & Chief Communications Officer

Fannie Mae

As CCO, Maureen Davenport builds strategic initiatives that support corporate priorities, strengthen stakeholder relationships and define today's Fannie Mae.

Aliah Davis-McHenry



Social Media Program Manager Consumer Reports

Aliah Davis-McHenry makes bold moves to be part of the change she wishes to see in the communications industry; she has served on the Association for Women in Communications board, lends her expertise by speaking at PR, social media and tech events and created the digital platform, The Fervency, to connect women in PR, social and tech.

Danielle Devine



VP of Enterprise Strategy
Johnson & Johnson

As a C-suite communications leader for the world's largest healthcare company, Danielle Devine is highly recognized for her work elevating the profile of the company's chairman, innovators and thought leaders.

Jen Dobrzelecki



Executive Vice President M&C Saatchi PR

Jen Dobrzelecki leads M&C Saatchi PR's U.S. operations, and under her leadership the business has seen significant growth, winning seven new clients in the first six months of 2016.

Regena Frieden



Director of Public Relations & Stakeholder Communications Cambia Health Solutions

During her tenure, Regena Frieden's team has revamped Cambia's stakeholder communications and established Cambia as an innovative, consumer-first organization with media and other external influencers.

Brandi Frye



VP Marketing & Communications
Oorvo

Brandi Frye led the creation and launch of the Qorvo brand upon the merger of TriQuint and RFMD; since then, she has built a team of employees, consultants and agencies to deliver the strategy and execution for worldwide product promotions, public relations, corporate communication and employee engagement.

Catalina Garcia



Director of Communications & Sustainability

SABMiller Latin America

Catalina Garcia spearheaded the regional program 4e, Path to Progress, a social investment platform to help small retailers, 70% of whom are women, enhance their business and life skills.

Nicki Gibbs



SVP, Strategy
Beehive Strategic
Communication

Nicki Gibbs marries business acumen with killer creativity; she's never afraid to think big, tackle what seems impossible or ask the question no one else will, all in service of leading her client from insights to action.

Laura Goldberg



Founder & President
LBG Public Relations, LLC

For the fourth year in a row, Laura Goldberg led press efforts for the Digital Content NewFronts event, which received more press attention than ever before.

Pamela Greenwalt



Chief Communications & Marketing Officer SAG-AFTRA

Pamela Greenwalt has enlisted SAG-AFTRA members and partners to volunteer 1 million mentor hours with disadvantaged youth through A Call to Arts; the program reached 700,000 mentor hours after just 18 months.

Allie Gruensfelder



VP of Marketing
Trendsetter Marketing

Under Allie Gruensfelder's leadership, Trendsetter has expanded its portfolio from music video marketing to include social media management, contesting initiatives, graphic design and custom Facebook application building.

Johnson & Johnson congratulates the **PRNews' TOP WOMEN IN PR 2016 Honorees** including our very own

Danielle Devine

Global Leader, Enterprise Strategy & Communication for her exceptional leadership and achievements

Johnson-Johnson

SINCE 1886



Tiffany Guarnaccia



CEO/Founder
Kite Hill PR

Founded by Tiffany Guarnaccia, Kite Hill PR opened in January 2016 and has expanded exponentially over the past year, with 100% growth in both clients and staff.

Mary Hamill



CEO Global-5 Communications

Mary Hamill is the PR lead for the Florida Department of Transportation's 511 Traveler Information System, and over the last 12 months, the Fl511.com website has seen 1.3 million visitors and has had a Twitter reach of 18.7 million.

Cristina Henley



Director of Public Relations
Strayer University

Cristina Henley's go-to market strategy for Strayer@Work's new free college degree offering earned 700 million earned and social media impressions, derived from coverage in the Wall Street Journal, The Atlantic, CNBC and 300 other global media outlets.

Kathleen Henson



Founder & CEO
Henson Consulting, Inc.

Kathleen Henson has grown her firm from a freelance business in her basement to an 11,000 square-foot Chicago office, with a team of 30 women and one man.

Catherine Hernandez-Blades



SVP, Corporate Communications
Aflac

An acknowledged change agent, Catherine Blades has spent the last dozen years building organizations from the ground up, orchestrating and implementing large-scale turnarounds in highly regulated industries for international Fortune 500 public companies.

Megan Herrick



VP of Communications Pluralsight

At Pluralsight, Megan Herrick has led external and internal communications, media relations strategy and media campaigns as the company raised \$135M+ in venture capital funding.

Stacey Jones



Managing Director, Global Media Relations and Corporate Marketing Accenture

Stacey Jones is one of Accenture's most successful leaders, overseeing 150 professionals in 25 countries and spearheading global marketing and communications efforts.

Janice Kapner



SVP, Corporate Communications **T-Mobile**

In the past three years, Janice Kapner has orchestrated the narrative and all PR efforts behind T-Mobile's wildly successful Un-carrier Revolution.





Congratulations

Pam Greenwalt
SAG-AFTRA Chief Communications & Marketing Officer

and all the talented 2017
PR News' Top Women in PR Awards Honorees



Rebecca Kelly



Marketing Director
Skipping Stone, LLC

"Passionate, humble and inspiring" are three words that best describe Rebecca Kelly, who has over 25 years of experience in public relations for Fortune 100 corporations.

Marcie Klein



SVP, Communications
The Leukemia & Lymphoma
Society

Marcie Klein worked hard as LLS held its first-ever roundtable discussion, "Blood Cancers: Standards of Care, Gateways to Cancer Cures," bringing together a distinguished panel, and reaching an expanded audience via 203 media placements.

Corinne Kovalsky



VP, Global Public Relations **Raytheon**

Corinne Kovalsky is a consummate storyteller, a passionate advocate for brand journalism and a PR leader who understands that the best story wins.

Julia Labaton



Founder & President RED PR

Founded by Julia Labaton, RED PR marked its 15th year in business in 2016 and the crystal anniversary brought about a vast change in clients and employees, with seven new clients and 100% employee growth.

Rita Cooper Lee



EVP, Communications & Publicity WGN America and Tribune Studios

In leading the publicity for the Underground Railroad thriller "Underground," executive produced by John Legend, Rita Cooper Lee crafted the game plan and drove the programming publicity campaign, launching a grassroots, mainstream and urban press strategy nine months prior to premiere.

Wendy Lund



CEO GCI Health

Wendy Lund's ability to dream bigger and her mission to think differently has led to the evolution of GCIH's offering and the significant expansion of its client and employee bases.

Kerri Lyon



Managing Director **SKDKnickerbocker**

Whether it's helping New York's craft brewers restore a much-needed tax incentive, helping charter schools get the funding and facilities they need or launching the nation's first major solar mobile-charging initiative, Kerri Lyon brings a laser-like focus to every challenge.

Amy Lyons



Managing Partner
SHIFT Communications

Understanding that many future leaders are best developed, not recruited, Amy Lyons spearheaded the growth of her agency's future leadership through a dedicated program focused on the account director level.

Anne Madison



Chief Strategy & Communications Officer Brand USA

Brand USA's Anne Madison is a creative, strategic and inspirational leader and also a strong supporter in words and action for diversity.

Janice Maiman



SVP, Communications, Media, News & Professional Pathways American Institute of CPAs

Through Janice Maiman's communications efforts to ensure CPAs remain relevant, the public perception of the CPA brand stands at its highest level since indexed research began in 2008.

Andrea Margolin



Sr. Vice President FleishmanHillard

Andrea Margolin led the strategy for a fun and engaging Halloween content series for the AT&T main brand channels; featuring humorous GIFs and vignettes with recognizable Halloween characters, the campaign was a major success at every level.

Catherine Martin



VP, Communications
Ticketmaster

In just her first year at Ticketmaster, Catherine Martin single-handedly reengaged with hundreds of reporters on behalf of the brand and conducted dozens of media interviews and road shows with senior executives.





Cheryl McCants



President & CEO
Impact Consulting Enterprises

Cheryl McCants' diverse career experience spans the real estate development, retail, sports branding, telecommunications, biopharmaceutical, nonprofit and media arenas.

Laverne McGee



Director, Communications & External Affairs
Orange County Property
Appraiser, Florida

Laverne McGee joined the Orange County Property Appraiser in January 2015 and immediately implemented a strategy to revamp the agency's brand, website, social media engagement, as well as collateral and with a minimal budget and only using an in-house team.

Mary McGinty



Sr. Director, Communications U.S. Chamber of Commerce Foundation

The U.S. Chamber of Commerce Foundation is a stronger organization because of Mary McGinty's strategic leadership and vision.

Trista Morrison



Director, Corporate
Communications
Ironwood Pharmaceuticals

Over the past four years, Trista Morrison has leveraged her strategic insight, storytelling expertise and media savvy to evolve Ironwood's image from a biotech startup to a fully integrated commercial biotechnology company.

Bernice Neumann



Practice Leader, Food & Nutrition Exponent PR

Bernice Neumann knows the food industry inside and out—and from farm to table—as she has built client relationships and created innovative ideas for established brands, including Florida's Natural Orange Juice, Land O'Lakes Butter, Kozy Shack Pudding and The Hershey Company.

Carol Norris-Smith



VP, Marketing & Public Affairs
Princeton HealthCare System

Under Carol Norris-Smith's leadership, the communications team developed Princeton HealthCare System's brand identity, and established the Community Education & Outreach Program which serves more than 35,000 annually through health lectures and screenings.

Anne Pace



SVP, Retail, Preferred & Small Business Communications Executive

Bank of America

This past year, Anne Pace's team elevated the mobile banking conversation with media and influencers; as such, BofA's mobile usage is growing at a rate of 7,000 users per day.

Connie Partoyan



CEO
Direct Impact

Connie Partoyan of Direct Impact epitomizes successful leadership, achieving double-digit growth over 2015 and managing integrated campaigns for Fortune 500 clients.

Nicole Pride



Chief of Staff
North Carolina A&T State
University

As a member of North Carolina A&T State University's 125th anniversary steering committee, Nicole Pride drove overall messaging for the 2015-16 campaign as well as individual messaging for the chancellor across all platforms.

Diana Rickert



VP of Communications Illinois Policy Institute

An editorial in the Wall Street Journal about Gov. Bruce Rauner's progress in Illinois was a direct result of Diana Rickert's ability to cultivate relationships with respected journalists, including the Wall Street Journal editorial board.

Selina Rashid-Khan



Chief Executive Lotus Client Management & Public Relations

A pioneer of PR in Pakistan, Selina Rashid-Khan worked on an anti-honor killing campaign and it produced historic results, as a joint session of the Pakistani Parliament unanimously approved anti-honor killing and anti-rape bills in late 2016.

Jennifer Risi



Global Chief Communications Officer, Head of Media Relations Ogilvy PR

Jennifer Risi led Ogilvy's global media relations work to unveil the new Suez Canal to the world, launching one of the largest infrastructure stories of the year and a major achievement for Egypt.





Durée Ross

Rachel Rosenblatt



Managing Director **FTI Consulting**

Rachel Rosenblatt has co-led the team advising Aeropostale through Chapter 11 proceedings, managing rumors and speculation to help ensure continuity of supplies, preserve business relationships and retain employees throughout the Chapter 11 process.



President Durée & Company, Inc.

Durée Ross led communications campaign efforts for the 2016 Miami Beach Gay Pride Parade and Festival and ultimately secured a phenomenal 749 million impressions.

Dara Royer



Chief Development & Marketing Officer **Mercy Corps**

Dara Rover launched a refresh of Mercy Corps' brand narrative; using only a small in-house creative team, the organization created accessible and inspiring brand positioning.

Mel Selcher



VP of Corporate Communications LinkedIn

Mel Selcher led the external communications strategy and execution around one of the largest technology M&A deals in history: Microsoft's \$26.2 billion acquisition of

Megan Shroy



Founder/President Approach Marketing

Megan Shroy has built Approach Marketing with independent contractors who opted out of traditional agencies. This business model has proven successful-Approach has doubled in size every year since launching.

Jamie Lynn Sigler



Partner J Public Relations

Jamie Sigler and her team were at the helm of the debut of Park City Mountain Resort, the largest ski resort in the U.S.; with Sigler overseeing strategy, the team announced the newly connected mountain, the biggest news within the ski industry.

Mary Simms



Founder The Mary Simms Public **Relations Agency**

With a 95% chance of El Nino conditions for the 2015-16 winter with complex weather patterns particularly in droughtstricken California, Mary Simms led national communications efforts to catapult the issue into the national spotlight.

Erica Swerdlow



CF₀ **WYECOMM**

Erica Swerdlow is a vivacious, dedicated, no-nonsense leader who encourages everyone to work hard and love their job. At Burson-Marsteller, her revamped new business process immediately increased the U.S. region's win rate.

Cathy Baron Tamraz



Chairman & CEO
BusinessWire

Cathy Baron Tamraz and TV icon Al Roker teamed up to create video content focused on disruptive companies and the startup community by utilizing social media and digital analytics to highlight trending topics for BizWireTV.

Claire Tindall



Sr. Director of Marketing & Communications
Sphero

Claire Tindall led a team of nine PR agencies across three continents as Sphero launched BB-8 by Sphero, an app-enabled droid, in conjunction with the film Star Wars: The Force Awakens.

Karen Tillman



Chief Communications Officer **GoDaddy**

Karen Tillman led the way as GoDaddy established the GoDaddy Garage website to provide in-depth articles about launching a new business, managing finances, marketing, customer service and more.

Meredith Topalanchik



SVP/Director, Client Services
CooperKatz & Company, Inc.

Meredith Topalanchik's strategic counsel and hands-on engagement helped new client Segmint break through with one of the most important communications wins the start-up has seen to date—coverage for Segmint's bank clients in the industry's flagship publication, American Banker.

Congratulations Danielle Devine!



Tom, Mom, Olivia, Dad, Lindsay, and Jackson

You Turned Your Can'ts into Cans and Your Dreams into Plans.

Love Your Family



Liz Torrez



SVP, Public Affairs
Hill+Knowlton Strategies

When Liz Torrez was tasked with stabilizing a large and complex account spanning nearly two-dozen cross-office work streams, a 30% boost to efficiency resulted.

Christina Twomey



Global Head of External Communications for S&P Global Market Intelligence S&P Global

Christina Twomey has worked with S&P Global Market Intelligence president Mike Chinn to place him as a thought leader in the field of data science; as a result of her efforts, Chinn secured a speaking role at the 2016 Capital Markets Summit.

Tara Raeber Vail



Sr. Director, Marketing & Communications
Ascension

Tara Raeber Vail is leading Ascension's efforts to leverage marketing and communications to reshape the organization from a holding company to a consumer healthcare company.

Kim Van Syoc



Director, External
Communications & Stakeholder
Engagement; Interim Executive
Director, Banfield Foundation
Banfield Pet Hospital

Kim Van Syoc worked on Banfield Pet Hospital's first comprehensive CSR Report—a report that strengthened Banfield's position as an industry leader by demonstrating the breadth and impact of its CSR commitments.

Caroline Venza



CEO & Founder mc²

Caroline Venza's mc² campaign to cement Wrightspeed as a must-have for the heavy-duty vehicle market has been a success, resulting in 200+ media features and 20+ speaking engagements.

Krista Webster



President & CEO
Veritas Communications

Krista Webster led agency efforts with Stella Artois to conceive the idea of the Stella Artois' Sensorium—a multisensory dining experience that launched in September 2015 in Toronto, and has generated an estimated 78 stories.

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Register online: www.prnewsonline.com/digital-summit-2017

Join PR News in Southern California for the Digital Summit and Crisis Management Boot Camp. Attendees will get takeaways in influencer marketing, paid and organic social posts, maintaining strong relationships with the media and more!

Questions? Contact Jessica Placencia at jessica@accessintel.com; 301-354-1641

Beth Whelley



SVP, Managing Director **Fahlgren Mortine**

Beth Whelley has led the growth of the Fahlgren Mortine Dayton office, winning 11 of the top 20 regional businesses as clients; she focuses on listening to all perspectives, distilling priorities, evaluating alternatives and then setting a strategy.

Jill Wilson



VP. Communications & Marketing **Gray Construction**

In 2016, Jill Wilson led an initiative to promote Grav as a sought-after engineering. architecture and construction firm for manufacturing construction projects with the ultimate goal of generating new leads; the effort ultimately assisted in increasing manufacturing construction project leads generated by 33%, which led to 19 manufacturing project wins.

Melissa Wisehart



Managing Director **Moore Communications Group**

Melissa Wisehart has a strong history of data-driven marketing expertise, specializing in campaign optimization and ad efficiency for organizations such as Lions Club International, ShopAtHome.com, Johns Manville and WOW! Internet, Cable and Phone.

Danielle Wuschke



Managing Director, Boston, EVP. Global Technology

MSLGROUP

Since she arrived at MSLGROUP'S Boston office early last year, Danielle Wuschke has formed a New Business team, yielding immediate results in organic growth and new account wins.

Every strong team has a strong leader

Gray

Jill Wilson Vice President. & Marketing

As one of the nation's top ranked engineering, architecture and construction firms, we know that a solid reputation isn't built overnight. At Gray Construction, we are extremely fortunate to have a public relations leader who has devoted more than 29 years to building our brand from the ground up.

As our first woman Vice President, Jill Wilson has helped Gray build strong relationships with customers from around the world.

Congratulations to our teammate, friend and leader: Jill Wilson



Engineering | Architecture | Construction

PRNews

Congratulations to the Honorees!

Read their profiles on www.prnewsonline.com.