

PRNews
PR People
Awards

and

PRNews
Rising PR Stars
30 & Under

December 9, 2014

12:00 – 2:00 p.m.

National Press Club, Washington D.C.

Sponsored by:



#prnews

www.prnewsonline.com



Searching for a better content delivery tool? Search no more.

- Picture Capsule
- News Capsule
- Smart News Release
- Smart Marketing Page

- **90% of reporters** use press releases weekly
- **News with multimedia** get 3x more engagement than plain text news
- **73% of journalists** prefer press releases to include photos

Business Wire offers a range of content delivery tools, from sending a single image to building a capsule that contains all of your assets in one link.

We have something for every budget, project and marketing/PR plan.

+1.888.381.9473
info@businesswire.com
BusinessWire.com

The future of content starts with Business Wire.

PR News Hall of Fame



Gil Bashe

Makovsky



Ray Day

Ford Motor Company



Sabrina Horn

Horn Group, Inc.



Zenia Mucha

The Walt Disney Co.



Jody Powell (*posthumous*)

Powell Tate



Frank X. Shaw

Microsoft



Sheila Tate

Powell Tate

Agency Account Manager of the Year

- **Sarah Chavey**, ANTHEMIC Agency
- **Amber Meredith**, Marina Maher Communications
- **Meghan Moran**, Adfero Group
- **Kate Urbach**, Havas PR

Brand Marketer of the Year

- **Stephen Bonsignore**, Cohn & Wolfe
- **Andrew Bowins**, MasterCard
- **Dustin Hinz**, Guitar Center

Corporate Social Responsibility Leader

- **Ichiro Kawasaki**, KPMG LLP
- **Lynn Marmer**, Kroger

Crisis Manager of the Year

- **Cari Brunelle**, Hellerman Baretz Communications
- **Heidi Davidson**, BlackBerry Ltd
- **Justine Griffin**, Rasky Baerlein Strategic Communications

Digital Communications Leader of the Year

- **Brett Holland**, Pepco Holdings, Inc.
- **Megan Levi**, Ruder Finn
- **Kristin Montalbano**, National Geographic Channel
- **Danny Olson**, Weber Shandwick
- **Jennifer Stalzer**, MasterCard

Event Marketer of the Year

- **Andrenna Alkhas**, The Stanislaus County Fair
- **Dan Hewitt**, The Entertainment Software Association

Internal Communicator of the Year

- **Cessie Cerrato**, Palace Resorts
- **Rhonda Ellis**, Pepco Holdings, Inc.
- **Margo Hackel**, KPMG LLP
- **Amy Haran**, USANA Health Sciences
- **Debbie Upton Helvig**, Bank of America
- **Lori Poer**, International Justice Mission

MARCOM Professional of the Year

- **Judy Davies**, Advantest
- **Sasha Hefler**, UBIC
- **Taryn Holowka**, US Green Building Council
- **MaryBeth Vrees**, Pepco Holdings, Inc.

Media Relations Professional of the Year

- **Travis Culter**, Tyler Barnett PR
- **Jennifer DeGuzman**, National Geographic Channel
- **Robert Nihen**, KPMG LLP
- **Felix Schein**, RALLY
- **Ronna Waldman**, Marina Maher Communications
- **Tracy Zampaglione**, Orange County Library System



THE GOOD HANDS *applaud*
THE WORK THAT YOU DO.



Allstate proudly congratulates our
own **Daniel Groce**, *PR News' Rising
PR Stars 30 & Under honoree.*



Allstate[®]
You're in good hands.

PR Professional of Year: Agency

- **Katie Blair**, Vantage PR
- **Nicole Dunn**, Dunn Pellier Media
- **Matt Kovacs**, Blaze PR
- **Drisha Leggitt**, Drisha Leggitt & Company Communications & LCS Technologies, Inc.
- **Christopher Penn**, Shift Communications
- **JP Schuerman**, MWW
- **Ravi Sunnak**, Havas PR
- **Jenna Thomas**, Nebo
- **Teresa Villarreal**, Newlink Group

PR Professional of Year: Corporate

- **Christopher Ian Bennett**, Guitar Center
- **Misty Dangel**, USANA Health Sciences
- **Melissa Drake**, ERA Real Estate
- **Chris LaPlaca**, ESPN
- **Seth Oster**, KPMG LLP

PR Professional of Year: Nonprofit/Association

- **Lora Bodmer**, NAMM and the NAMM Foundation
- **Lauren Lawson-Zilai**, Goodwill Industries International

PR Student of the Year

- **Laura Plumb**, Drake University

PR Team Leader

- **Christopher Albert**, National Geographic Channel
- **Ashley Collins**, USANA Health Sciences
- **Allison Falkenberry**, Rodale Inc.
- **Manuel Goncalves**, KPMG LLP
- **Elizabeth Hillman**, Discovery Communications
- **Lydia Howard**, Vantage PR

Public Affairs/Government Communicator of the Year

- **John Davies**, Davies Public Affairs
- **Jeffrey Getek**, Erickson Living
- **Tim Ryan**, Weber Shandwick

Publicist of the Year

- **Adrenna Alkhas**, The Stanislaus County Fair

Social Media Professional of Year

- **Michelle Catin**, Palace Resorts
- **Tim Haran**, USANA Health Sciences
- **Ken Makovsky**, Makovsky & Co.
- **Josh Martin**, Arby's
- **Ying Shen**, Cisco

Spokesperson of the Year

- **David Daigle**, U.S. Centers for Disease Control and Prevention
- **Courtney Nogas**, Pepco Holdings, Inc.

Congratulations

**Zenia Mucha
&
Chris LaPlaca**

*We salute two of the
very best PR professionals*

Disney ESPN



Michelle Agnew
Southwest Airlines



Lindsay Chambers
State of Hawaii Insurance
Division



Rita Gorenberg
The Clorox Company



Brian Bell
Dr Pepper
Snapple Group



Molly Dince
CommonBond



Walter Fowler
Sprint



Jessica Bass
Beats Electronics



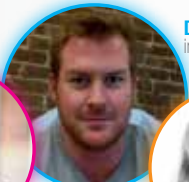
Raha Bouda
Ubisoft



Rebecca Kaufman
MasterCard



Dave Heinzinger
inMarket



Bilal Kaiser
Baxter of California /
L'Oreal



Daniel Martin
Jackson National



Daniel Groce
Allstate Insurance



Kristen Jimenez
The Coca-Cola Company



Colin Jordan
Egnyte



Caitlin Murphy
Cruise Planners, an American Express
Travel Representative



Emily Meredith
Animal Agriculture
Alliance



Maureen McCarty
Human Rights
Campaign



Kim Morton
Hiring Our Heroes,
U.S. Chamber of
Commerce Foundation



Courtney Moscovic
Pizza Hut



Robert Myers
Wyndham Hotel
Group



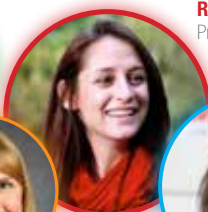
Sam Nathews
Foundation for Advancing
Alcohol Responsibility



Kathleen Slocum
Liberty Mutual Insurance



Robin Suchan
Proteus Digital Health



Murphy Perng
24Hr HomeCare



Alexandra Riegelhaupt
Mashable



Brianna Schneider
Hopper



Kathleen Stevenson
DePaul University Kellstadt
Marketing Center & Midwest



Sarah Trigg
GameStop



Erika White
Pandora





ACCOLADES ARE EARNED.

Liberty Mutual Insurance is proud to congratulate all of this year's PR People and Rising PR Stars finalists – including Katie Slocum from our own PR team. Here's to all you do through the power of earned media.



**Liberty
Mutual®**
INSURANCE

PRNews

Rising PR Stars

30 & Under

Agencies

Jenna Beaucage
Rainier Communications

Sharon Chan
Eastwick

April Claassen
APCO Worldwide

Jessica (Evans) Fark
Edelman

Bianca Bucaram
Zapatero+Bucaram Public
Relations, LLC

Sarah Chavey
Anthemic Agency

Eleana Collins
Warschawski

Louise Eich
Burson-Marsteller

Adriana Infante
rbb Public Relations

Christianna Giordano
Cohn & Wolfe

Jennifer Hamilton
Hill+Knowlton Strategies

Colby Jones
Text100

Katie Fauquier
DEVENEY

Nick Goodwin
Weber Shandwick

Monica Guzman
Konnect Public Relations

Kelsey Nason
Hellerman Baretz
Communications

Lindsay Jordan
Profiles, Inc.

Dan Lantowski
Waggener Edstrom

Stephanie Lewis
Olson

Allison Mead
TogoRun

Adam Novak
PAN
Communications

Danny Olson
Weber Shandwick

Kate Urbach
Havas PR

Lauren Parker
Peppercomm

Margarita Peker
Klick Communications

Julie Richter
Charles Zukow
Associates

Hartley Suter
Fahlgren Mortine

Courtney Wagoner
Porter Novelli

Naomi Zeitlin
Waggener Edstrom

**Edelman
congratulates
all of PR News'
Rising Stars
30 and Under**



Edelman

SHOW UP DIFFERENTLY



Jessica Fark, Vice President and Group Director, Edelman
2014 PR News Rising Star 30 and Under

PRNews

www.prnewsonline.com

Let's Continue the Conversation

