

PRSA Puget Sound - Notice of chapter leadership elections

Dear PRSA Puget Sound member,

Our chapter will be voting on candidates for chapter leadership positions at our Annual Meeting on November 7. The voting procedures, list of open positions, slate of candidates and personal statements submitted by each are provided below.

Best regards,

Tim Smith, APR

Immediate past president / nominating committee chair

tsmith@apcoworldwide.com

Voting procedures

In accordance with chapter bylaws, you can vote in one of two ways:

- Returning the attached ballot via email to prsa-office@asi-seattle.net by noon on Tuesday, November 6, 2018
- Completing a ballot in person during the **chapter's annual meeting** on Wednesday, November 7, 2018

Open positions

The positions being voted on are:

- **President-elect**
 - One position open
 - 3-year term, serving as president-elect in 2018, president in 2019 and immediate past president in 2020
 - APR required
- **Board of directors member at large:**
 - Five positions
 - 3-year term serving 2019, 2020 and 2021
- **Treasurer**
 - One position open
 - 1-year term serving 2019
- **Secretary**
 - One position open
 - 1-year term serving 2019

Candidate bios

President-elect:

Alicia Lawver, APR is the Strategic Program Analyst at Tacoma Public Schools

It is my drive in any group to understand the passions of the membership and work to weave the common threads with data and strategy to create new opportunities and solidify existing traditions. I get there by asking questions, doing a lot of listening, and then providing the necessary support for thoughtful action. If chosen to serve as president-elect, my goal is to use my penchant for collaboration and seeking creative solutions to support our chapter and find short-term and long-term dreams to set into action.

In Alicia's current work with Tacoma Public Schools, she manage projects, partnerships and initiatives for the school district's Facilities, Planning & Construction, and Nutrition Services departments. Previously, Alicia spent nearly a decade working for Western Washington newspapers, followed by more than a decade as a public relations professional in the Puget Sound region, including with the City of Tacoma Environmental Services, the Puget Sound Partnership, and managing construction communications for Tacoma Public Schools. Alicia has a Bachelor's degree in Communication from Pacific Lutheran University and completed her Accreditation in Public Relations.

Alicia is currently a Puget Sound PRSA board member and membership chair. In the past, Alicia has moderated, coordinated and participated in many South Sound Group panels. She has also participated in APR Readiness Reviews and networking events.

Board of directors member at large:

Bethany Hawley is Senior Manager of Public Relations at BECU.

I've called the Puget Sound area home for 18 years and have been a member of PRSA since 2007. I have attended, and enjoyed, chapter programs and training events over the years for networking and professional development.

I currently serve as the senior manager of PR at BECU, where I lead external communications and PR strategies for Washington's largest credit union with more than 1 million members. I was hired to help develop BECU's PR strategy and my ongoing work includes driving awareness of the credit union's financial health programs, developing thought leadership strategies and collaborating with partners like our Government Relations and Community Outreach teams.

Previously, I spent nearly 10 years at REI, a national outdoor retailer, where I most recently managed the PR team and led communication strategies and execution for co-op, retail, executive, stewardship and product storylines, including the launch of the award-winning #OptOutside initiative. I began my career at Edelman where I helped plan and execute media relations activities for Microsoft Entertainment and Devices.

I earned a master's degree in Communication and Leadership Studies from Gonzaga University, and Bachelor of Arts degrees in Communication and Sociology from Pacific Lutheran University.

I have a passion for the work that I do, which has been primarily focused on helping drive awareness for values-based companies founded in Washington. I look forward to the opportunity to give back to our industry by influencing the events and programs that are offered locally, and by using my experience leading successful campaigns to help grow chapter membership by reaching new audiences.

Toby Nelson is with Hunter PR.

I'm presently employed by Hunter PR, an NYC-based, independent agency, for whom I work remotely from Seattle servicing the firm's Northwest accounts. Previously, I worked client-side for Hasbro and, before that, for the Harlem Globetrotters. Earlier, I was briefly a freelance radio and photojournalist, filing spot news for The Guardian, Daily Mail, and NPR affiliates, among others.

As an undergraduate, I studied communications at the University of Washington (where I was also mascot "Harry the Husky") and subsequently earned a master's degree in international relations from the University of Cambridge. I became accredited (APR) in 2013.

I've spent four years on the Totems committee, including one year as chair, and have also regularly served as an APR readiness reviewer. My recent community involvement outside PRSA includes volunteering with Bloodworks Northwest and serving on the Municipal League's candidate evaluation committee.

I believe in the importance of the society's mission and am interested in serving on the board to deepen my support of, and involvement in, its activities.

Christi Ball Loso serves the Benaroya Research Institute as Community Engagement Specialist in Marketing Communications and External Relations

Thank you for considering me for the PRSA board; I'm excited and honored to tell you about my work and my interest in serving. I'm a longtime pro in strategic communications for Seattle-area nonprofits, serving in PR and media relations roles for the Benaroya Research Institute at Virginia Mason, Fred Hutchinson Cancer Research Center, the March of Dimes and Susan G. Komen Puget Sound.

My first career was in TV news; I worked at stations in Texas, California and Seattle before making the leap to PR. I joined PRSA Puget Sound and served as Features co-chair. I've been a member ever since, turning to PRSA for opportunities to network and seek professional development. In July, I received my certification in Reputation Risk Management from national PRSA, and it is a program I recommend highly. If confirmed to the board, I'd seek to adapt some of the modules' discussion topics for our local PRSA features programs. My prior board experiences include NATAS (National Academy of Television Arts and Sciences), the organization that administers the regional EMMY awards; and the board of Beginnings Child Care. In 2016, I completed an

online master's in Strategic Communications from Washington State University, which provided me with the skills to create and personally execute market research for the local Komen affiliate, and to edit the affiliate's first web-based annual report.

I believe I have much to bring to the board, including the leadership skills and energy to help the chapter grow – both in membership and in value to members. Thanks again for your consideration, and don't hesitate to contact me if you're looking for more information or just want to talk.

Kelly Guenther is North America Video Specialist at Shootsta

30 years of experience in communications, public relations, marketing and journalism. These complementary lines of work have blurred and morphed as the very nature of what we do and how we do it has changed, and in some cases, been disrupted. So I think it's valuable I've worked in all of them and my experience would be beneficial to this chapter.

Over the years, I've been an Emmy-Award-winning investigative reporter and photographer, ran KING5's investigative unit, served as Communications Director & PR Manager for a public policy firm and been the Creative Director of Guenther Group. I've created projects for and/or advised these brands among others: Microsoft, Seattle City Light, Starbucks, Dell, Seattle Cancer Care Alliance, Valley Medical Center, UW Medicine, Children's, SEngine Biotech, TopoCart (Brazil), Geo4Africa (Angola), Vexcel (Austria), Volkswagen, Vulcan, Expedia, T-Mobile, Blue Cross Blue Shield, American Red Cross, Leisure Care, Crosscut, Bader TV, NBC News, Nightline, 48 Hours. My latest venture is with a disruptor, Shootsta, an Australian cloud-based provider that is speaking to the new needs of PR professionals, marketers and communicators in the video space.

As for what I could bring to the board, I've worn a lot of different hats in both journalism and communications and executed visual marketing campaigns globally, so I bring a lot of unique perspectives. And it runs the gamut from advising an organization on crisis communications, parachuting-in as a spokesperson, serving as videographer or creative director for a corporation, non-profit or even public sector client. Each is a different animal with different approaches.

Being both a small agency owner and corporate leader, I feel I can add value to the board. Thanks for your consideration.

Lee Granados is Communications Specialist at Harborview Medical Center

Greetings PRSA Puget Sound Board of Directors,

My name is Lee Granados and I have been a PRSSA/PRSA member since 2014. I served as PRSSA Chapter President at the University of Alaska Anchorage in 2015. I graduated from the University of Alaska Anchorage in 2015, with a Bachelor of Arts in Journalism and Public Communications with a minor in Strategic Communications. Currently, I am the Communications Specialist at UW Medicine – Harborview Medical Center.

My interest in serving as a board member comes with the AMAZING support I have received being part of the PRSA Chapter in Alaska and the Puget Sound. Their motivation and continuous support has truly inspired me to give back. It's important to me that we all continue to support each other in our field, understand what Diversity, Inclusion and Equity means, reaching other peers in the field of PR and Communications.

In closing, I hope this summary describe my interest in becoming part of the Board of Directors. I have a true passion for PRSA and for the field of PR and Communications.

Jenn Olegario is Communications Strategy Manager at the Washington State Bar Association

I hereby submit my willingness to serve on the PRSA Board of Directors in a leadership capacity for Programs & Events. For the last five years I have served on the Totem Awards committee; with my interest and experience in event planning, I think it's a natural next step to organize chapter programs and events. Our value proposition lies within programming, and my hope is to engage current and prospective members with events that would appeal to a broad section of communications professionals.

In my current role as communication strategies manager for the Washington State Bar Association, I'm honored to serve the people of Washington state and the more than 40,000 lawyers and legal professionals in the community. I oversee a variety of communications functions and serve on the management team responsible for strategic planning and operational priorities. I'm directly responsible for organization-wide communications strategy, planning and message development, and I serve as media spokesperson and deputy to the chief communications officer. Prior to the State Bar, I was vice president, media and

public relations for TD Ameritrade and public relations counsel for the American Stock Exchange. I began my career working for PR agencies FleishmanHillard and Makovsky in my hometown of New York City. I graduated from Syracuse University's Newhouse School of Public Communications and Maxwell School of Public Affairs with a double-major in public relations and international relations. When not in the office, I'm often spotted on the water launching (or cursing) a spinnaker, in my love of being a competitive sailboat racer.

Treasurer:

Derek Wing is the incumbent Treasurer. He is Communications Manager and Spokesperson for PEMCO Insurance and responsible for external communications including overseeing TV, radio, print, and online media interviews. Previously, Derek was the Senior Associate Director of Media and Public Relations for Bastyr University, and a former Director of Communications for the National Asian Pacific Center on Aging (NAPCA), where he led numerous national campaigns designed to inform Asian Pacific American (APA) seniors across the U.S. about important issues they might not otherwise know about due to cultural and linguistic barriers. Derek's first career was in broadcast journalism—most recently for KCPQ-TV where he was Weekend Anchor/Reporter—winning an Emmy Award and nominated for a second Emmy. Derek is a 2015 recipient of the PRSA Puget Sound Hugh Smith Community Service Award.

Secretary:

Aaron Blank is the incumbent secretary. He is President and CEO of The Fearey Group. Aaron started as a radio reporter, anchor and producer in Connecticut. In 2004, he and his wife moved to Seattle, where he began his public relations career at Edelman. Aaron has been with The Fearey Group for more than a decade and propels the company forward with his mottos of "Fearless Thinking" and "Never eat lunch alone." In 2014, he became the firm's owner, following the path of the firm's founder, who built the company in 1981. Aaron is a Puget Sound Business Journal 2015 "40 Under 40" honoree. He is also on the boards of the Public Relations Society of America's Puget Sound chapter, Public Relations Global Network and the Seattle Metropolitan Chamber of Commerce. He helped launch 15 to 1: the Jermaine Kearsse Foundation and supports PR activities for the Lenny Wilkens Foundation and EB Research Partnership. He and his wife, Lacey, have three children. They are actively fundraising to help improve the community of Woliso, Ethiopia, where they adopted their son, and to find a cure for Epidermolysis Bullosa (EB), a rare affliction that renders their son's skin and connective tissue unbearably fragile.