

Houston Chapter

PRSA

**35TH ANNUAL
EXCALIBUR
AWARDS**

**CELEBRATING THE
MANY FACES OF PR**





**1 in 9
Americans
struggle
with hunger.**

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change this.

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HUNGER
ZERO
WASTE**

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Houston Chapter
PRSA

PRESIDENT'S WELCOME

Welcome to PRSA Houston's 35th Annual Excalibur Awards, presented by Kroger. Please join me tonight as we celebrate the many faces of PR and honor those that have proven to be the best of the best. 2020 is particularly special for our chapter as we commemorate 70 years in Houston.

I wish that we could be together in-person to celebrate these premier communicators and their most impactful work. Given the current environment and in an effort to keep our colleagues safe, we are instead proud to present this year's event as a live virtual awards ceremony. To say the least, this year has been one-of-a-kind. It's been a year that we will all likely remember for the rest of our lives. When the whole world was shut down, we kept on going. We found new ways to accomplish great measures, and for that, I applaud each and every one of you.

Together, we will recognize the tremendous work of public relations and communications professionals across the greater Houston area. Honorees will represent the highest of standards in campaigns, tactics and outstanding individual achievements.

Regarded as the most prestigious honor, the Grand Excalibur Award symbolizes excellence in the following four key elements of public relations: research, planning, execution, and evaluation has been achieved. One exceptional public relations team will take home the engraved steel sword that by tradition, is passed on to each winner.

PRSA Houston's coveted annual Legacy Award recognizes an individual who has made outstanding contributions and great commitment to the profession. Candidates for the Legacy Award must be a current or former Houston chapter member and have at least 25 years of experience in public relations. Nominees are judged on his/her service to PRSA, his/her company, community, organization or educational institution. Also taken into consideration is the individual's impact on advancing the body of knowledge and public image of the profession through teaching, writing, speaking, mentoring, and/or PRSA volunteer/leadership positions. Other important factors are Accreditation and any honors, awards & recognition received.

Tonight, I'm excited to name Henry Garcia, APR, as our 2020 Legacy Award winner for his outstanding lifetime achievement in the field of public relations.

Gulf Coast Region – American Red Cross' Henry Van de Putte will receive the CEO Communicator of the Year Award. The CEO Communicator of the Year Award honors the outstanding performance of Houston area chief executive officers in their roles as chief communicator. The role of the CEO has evolved. Not only do they encourage and adapt to changing business models, but frequently the CEO must take the lead in communicating with employees, shareholders, customers, suppliers and other stakeholders to achieve success for their organization.

PRESIDENT'S WELCOME

Throughout the night, we will also unveil our PR Professional of the Year, Young PR Professional of the Year and Solo Practitioner of the Year winners and award thousands of dollars to four very deserving students studying public relations.

PRSA Houston would like to express our deepest appreciation to our presenting sponsor, Kroger; longstanding chapter sponsors Comcast and Business Wire; and all of our in-kind sponsors. Without their generosity, we would not be here today.

I'd like to extend a huge thank you to our event chair, Laci Theriot, APR, and the entire Excalibur Awards committee. You have tirelessly given your time and resources to help make this a memorable event. We would not have been able to accomplish what we have without your ongoing dedication to PRSA Houston. A special thank you to our awards chair Susan Scott, APR, for coordinating awards judging with PRSA's Yankee Chapter.

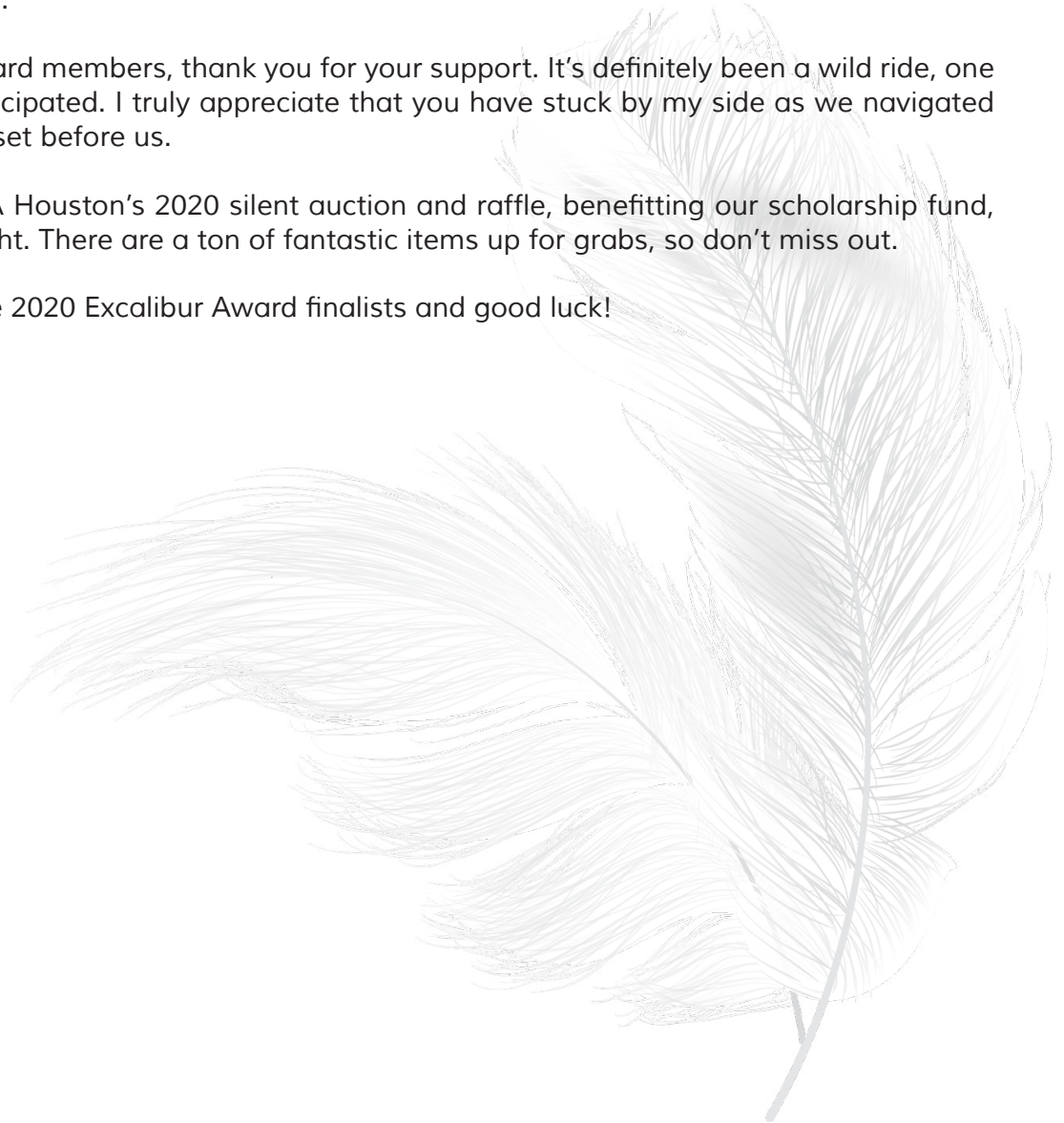
And finally, to my fellow Board members, thank you for your support. It's definitely been a wild ride, one that we could not have anticipated. I truly appreciate that you have stuck by my side as we navigated uncharted paths that were set before us.

A quick reminder that PRSA Houston's 2020 silent auction and raffle, benefitting our scholarship fund, will close at 8 p.m. CT tonight. There are a ton of fantastic items up for grabs, so don't miss out.

Congratulations to all of the 2020 Excalibur Award finalists and good luck!

Jessica Anderson
President
PRSA Houston

#WeArePRSAHouston!



THANK YOU TO OUR SPONSORS

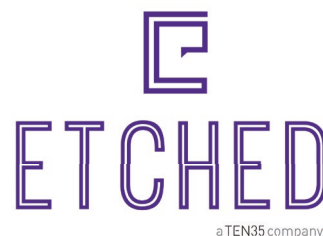
PRESENTING SPONSOR



DIAMOND SPONSORS



IN-KIND SPONSORS



PROGRAM OF EVENTS

6:30 – 8:00 PM

WELCOME Pooja Lodhia
KTRK and the ABC13 Eyewitness News

Francisco Sánchez
Harris County Office of Homeland
Security & Emergency Management

SPECIAL THANKS Laci Theriot, APR
Excalibur Awards Chair

PRESIDENT'S REMARKS Jessica Anderson
President, PRSA Houston

**CEO COMMUNICATOR OF
THE YEAR** Henry Van de Putte
American Red Cross
Texas Gulf Coast Region

LEGACY AWARD Henry Garcia, MA, APR
Lonestar College - Kingwood

**PRSA HOUSTON
SCHOLARSHIP** Stefanie Peeler
Scholarship Chair

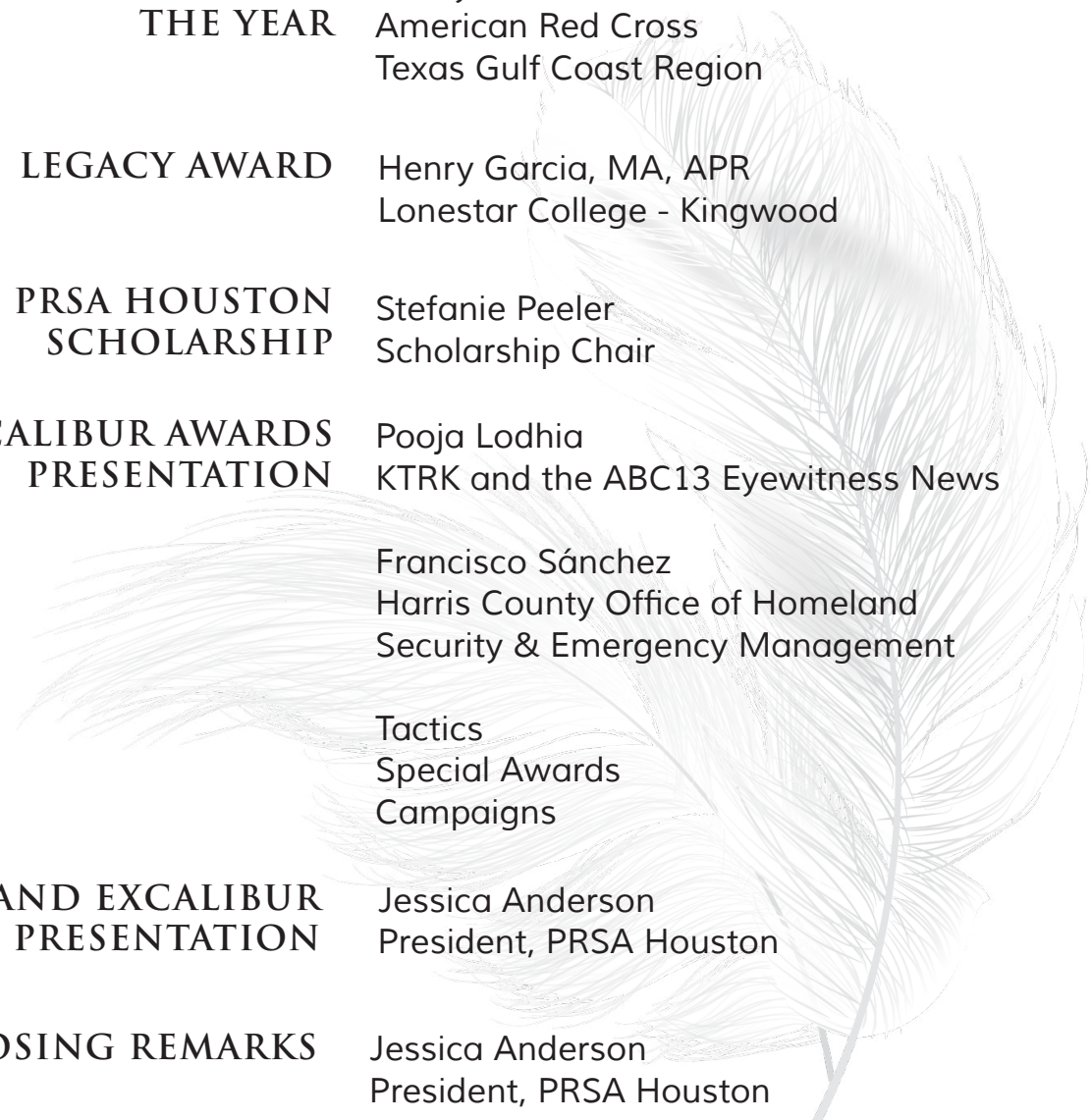
**2020 EXCALIBUR AWARDS
PRESENTATION** Pooja Lodhia
KTRK and the ABC13 Eyewitness News

Francisco Sánchez
Harris County Office of Homeland
Security & Emergency Management

Tactics
Special Awards
Campaigns

**GRAND EXCALIBUR
AWARD PRESENTATION** Jessica Anderson
President, PRSA Houston

CLOSING REMARKS Jessica Anderson
President, PRSA Houston



EMCEE



POOJA LODHIA
REPORTER,
KTRK AND ABC13 EYEWITNESS NEWS

Pooja Lodhia joined KTRK and the ABC13 Eyewitness News team as a general assignments reporter in the spring of 2012.

Before making her leap to Houston, she reported at Eatel News Magazine in Baton Rouge; WLUC in Marquette, Michigan; and WFTX in Fort Myers, Florida. Some of her most memorable stories include covering final space shuttle launch in Cape Canaveral, Hurricane Isaac in New Orleans, and a moose on the loose in Michigan. She truly believes that every person has a story worth telling, and she's honored to be able to do so.

Pooja was born and raised in Baton Rouge, Louisiana and has family here in Houston.

She has degrees in English Literature and Journalism and a minor in Modern Dance from Emory University in Atlanta.

Pooja's hobbies include yoga, dance, reading fiction, and good conversation. She's a very social reporter so if you run into her, please say, "Hello!" She'd love to hear your personal story. If you'd like to know more about her, she encourages you to connect with her on Facebook and follow her on Twitter!



EMCEE



FRANCISCO SÁNCHEZ DEPUTY EMERGENCY MANAGEMENT COORDINATOR, HARRIS COUNTY OFFICE OF HOMELAND SECURITY & EMERGENCY

Francisco Sánchez is the Deputy Emergency Management Coordinator for the Harris County Office of Homeland Security & Emergency Management (HCOHSEM). HCOHSEM is responsible for disaster preparedness and response in the nation's third largest county.

Sánchez joined Harris County in 2004 and was lead public information officer during the local response to both Hurricanes Katrina and Rita in 2005. He led the region's Joint Information Center operations during Hurricane Ike and the highly active 2008 hurricane season. In 2013, he was appointed to the Communications Security Reliability and Interoperability Council, an advisory committee to the Federal Communications Commission offering guidance on key issues such as next generation 9-1-1 technology, alerts and warnings, and cyber security. He was re-appointed to the Council in 2015 and led a group of alert originators, wireless providers, social scientists, academics, and technology leaders making sweeping recommendations to improve Wireless Emergency Alerts. In 2017, Sánchez was appointed for a third time to the Council, this time to analyze and recommend changes to the Next Generation 9-1-1 system and conduct a comprehensive evaluation of current and potential emergency alerting technologies. That same year, he was recruited by the Houston Super Bowl Host Committee to help lead the Super Bowl LI Joint Information Center for traffic and transportation. Just six months after the Super Bowl, Sánchez helped lead the regions response to Hurricane Harvey, the second most destructive natural disaster in our nation's history. Since this disaster, he has continuously lead the ongoing vigorous recovery efforts. In 2019, he was reappointed to Communications Security Reliability and Interoperability Council to collaborate with the team on issues addressing 911 technology, emergency alerting, 5G security, broadcast services and network reliability. In 2020, he served as Incident Command for the Harris County / Houston response to COVID-19, with aggressive protective measures that mitigated infection rates in the nation's third most populous county.



Wired for

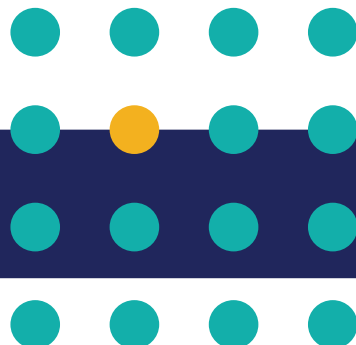


**stories
and the
people
who tell
them.**

For nearly 60 years, Business Wire has been connecting organizations with audiences around the world.

We know well the demands of the changing media landscape and recognize the accomplished public relations professionals being honored at this year's PRSA Houston Excalibur Awards.

Outstanding news distribution service is our story. We salute all the storytellers in Houston for their good works and the betterment of their community.



LEGACY AWARD



HENRY GARCIA, MA, APR LONESTAR COLLEGE - KINGWOOD

Henry Garcia, MA, APR, was appointed executive director of college relations at Lone Star College-Kingwood in September 2009. After a five-year stint in New England, Garcia returned to Houston, where he served as bureau chief of communications for the Connecticut State Department of Education. In this capacity, he was responsible for internal and external communications, media relations, and advocating the needs of more than 570,000 students in 165 school districts.

Garcia is an award-winning public relations practitioner, having earned several national awards in internal and external communications and crisis management. He has more than 35 years of experience in managing public, higher education, profit, and non-profit communication programs.

Garcia has also worked for the largest public relations agency in New York City. He managed a team of account executives representing Johnson and Johnson Vision Care products.

Garcia is accredited with the Public Relations Society of America and holds undergraduate and graduate degrees in communications. Along with his public relations experience, he has also taught courses in communications and media relations at the college and university level.

In his role at LSC-Kingwood, Garcia is responsible for all communication and marketing services and manages a team of five staff members in the college relations and creative services departments. Together he and his teams have garnered numerous awards for their innovative marketing and digital campaigns.

He is active in the Lake Houston Rotary Club and earned the Paul Harris Award for his public relations contributions. He has also served as a member of the PRSA Houston Chapter Foundation.

In his spare time, Garcia enjoys traveling to Puerto Vallarta, Mexico, where he and his husband, John, own a second home.



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CEO COMMUNICATOR OF THE YEAR



HENRY VAN DE PUTTE CHIEF EXECUTIVE DIRECTOR AMERICAN RED CROSS TEXAS GULF COAST REGION

Henry Van de Putte has a long history of personal and professional public service experience. Prior to joining the Texas Gulf Coast region as CEO, he led the San Antonio Area Red Cross chapter as Executive Director. While there, Henry increased community partnerships, renewed confidence with elected and community leaders and supported local staff in growing a strong volunteer base. A proven leader in times of crisis, he provided leadership during the Red Cross response to the tragic mass shooting that occurred in Sutherland Springs, Texas.

He brought that same level of passion and action to the gulf coast region while taking a “boots on the ground” approach for every disaster since 2018 which includes a chemical plant explosion, cargo plane crash, Tropical Storm Imelda, numerous flooding events and most recently Hurricane Laura, just to name a few. Other past accomplishments include serving as Director of Development at Central Catholic High School where he engaged stakeholders, managed an annual giving program and provided strategic leadership. He was also Director of Operations and Corporate Accounts at Dixie Flag in San Antonio and began his career at ESPN in New York with the Corporate Communications and Outreach team. Henry has a proven ability to cultivate partnerships in the public and private sectors, excellent communication skills and focused planning to accomplish short- and long-term goals with extensive experience in event planning and marketing. Henry holds a Bachelor of Arts in Political Science from St. Mary’s University in San Antonio and is a proud lifelong Texan who enjoys spending time with his wife and toddlers.



EXCALIBUR AWARD FINALISTS

TACTICS

FEATURE STORIES

NASA
University of Houston
Ward

EDITORIALS/OP-ED

Elmore Public Relations

BROCHURES

Energy Transfer
MD Anderson Cancer Center
North Houston Management District
University of Houston

ANNUAL REPORTS

Kinder Institute for Urban Research at
Rice University
MD Anderson Cancer Center

CREATIVE OR UNCONVENTIONAL TACTICS

Emerus Marketing
The CKP Group

VIDEO

Myriad Global Media
University of Houston
University of Houston Cullen College of
Engineering

NEWSLETTERS

MD Anderson Cancer Center

MAGAZINES

University of Houston
University of Houston Cullen College of
Engineering

SPECIAL PUBLICATIONS

Buckner International
University of Houston
University of Houston Cullen College of
Engineering

SPECIAL PROJECTS

Quill & Ink
University of Houston
Ward

EXCALIBUR AWARD FINALISTS

CAMPAIGNS

COMMUNITY RELATIONS

Buckner International
Medley Inc.

REPUTATION/BRAND MANAGEMENT

Carbonara Group
Integrate
Harris County Department of Education
Midway
The CKP Group
University of Houston
University of Houston
Cullen College of Engineering
Ward

EVENTS AND OBSERVANCES

9thWonder
Elmore Public Relations
Emerus Marketing
Integrate
NASA
The CKP Group
The University of Texas
MD Anderson Cancer Center
University of Houston
Division of Administration & Finance

PUBLIC SERVICE/NON-PROFIT CAMPAIGNS

American Red Cross Texas Gulf Coast
Region

MARKETING CONSUMER PRODUCTS AND SERVICES

Elmore Public Relations
Emerus Marketing
Integrate
The CKP Group

GOVERNMENT/ PUBLIC AFFAIRS

The CKP Group

MARKETING BUSINESS TO BUSINESS

MyHart Communications

MULTICULTURAL PUBLIC RELATIONS

Myriad Global Media
The CKP Group
University of Houston

INTEGRATED COMMUNICATIONS

The CKP Group
University of Houston

MOST EFFECTIVE CAMPAIGN ON A SHOESTRING BUDGET (\$5,000 OR LESS)

University of Houston

GRAND EXCALIBUR AWARD WINNERS

- 1996 – SUSAN SIMON, HL&P
- 1997 – VOLLMER PUBLIC RELATIONS
- 1998 – VOLLMER PUBLIC RELATIONS
- 1999 – VOLLMER PUBLIC RELATIONS
- 2000 – VOLLMER PUBLIC RELATIONS
- 2001 – UNIVERSITY OF HOUSTON
- 2002 – HILL & KNOWLTON
- 2003 – SHELL CHEMICALS
- 2004 – NASA JOHNSON SPACE CENTER, NICOLE CLOUTIER
- 2005 – CHEVRON PHILLIPS
- 2006 – TEXAS MEDICAL CENTER, RONDA WENDLER
- 2007 – PKF TEXAS
- 2008 – BERNSTEIN & ASSOCIATES, INC.
- 2009 – NEWMAN AND NEWMAN, INC.
- 2010 – VOLLMER PUBLIC RELATIONS
- 2011 – LYONDELLBASELL
- 2012 – LYONDELLBASELL
- 2013 – WARD CREATIVE COMMUNICATIONS
- 2014 – U.S. ARMY CORPS OF ENGINEERS, GALVESTON DISTRICT
- 2015 – U.S. ARMY CORPS OF ENGINEERS, GALVESTON DISTRICT
- 2016 – THE COMPANY OF OTHERS
- 2017 – ELMORE PUBLIC RELATIONS
- 2018 – NASA JOHNSON SPACE CENTER
- 2019 – THE CKP GROUP



GRAND EXCALIBUR CONTENDERS

THE CKP GROUP CAMPAIGNS: INTEGRATED COMMUNICATIONS A GIANT LEAP

Discovery Green is a vibrant 12-acre park in the heart of downtown Houston that opened to the public in April 2008. In July 2019, Discovery Green hosted "A Giant Leap," a free public event celebrating the 50th anniversary of the Apollo 11 mission to the moon. In advance of the program, CKP built an extensive pitch list of reporters covering science, history, family activities and culture and developed an outreach timeline and plan aimed at getting ahead of the many local moon landing anniversary events planned for the same day. For integrated communications, CKP drafted and sent two newsletters promoting A Giant Leap; posted and managed a Facebook event page; sent 10 total messages about the event on Facebook, Instagram and Twitter; and engaged in paid promotion on the Facebook and Google networks.

As a result of CKP's integrated strategy, attendance for A Giant Leap was ten times Discovery Green's goal of 1,000 attendees, even though Houstonians were presented with many other opportunities to commemorate the historical milestone. Media coverage highlights included featured listings in round-ups of moon landing events, including in the Houston Chronicle (print and online), Houston Press (online) and Houstonia (online), as well as advance broadcast features on-site at the park with local Univision, CBS and NBC affiliate stations.

The media relations results exceeded goals by 136% in placements and 150% in publicity value. Moreover, more than 10,000 visitors flocked to Discovery Green to find a green space alive with family-friendly activities, further establishing the downtown Houston landmark as an anchor that has transformed the landscape of the city.

using natural gas to power frac sand minds, using temporary power for refinery turnarounds and maintenance, or powering large-scale, high-visibility national events, Aggreko's elevated services offered valuable learnings – and profit potential -- for key decision-makers and purchasers.



GRAND EXCALIBUR CONTENDERS

WARD

CAMPAIGNS: REPUTATION/BRAND MANAGEMENT FROM COMMODITY CHOICE TO EXPERIENCED PARTNER

In the commercial equipment rental business, corporate customers typically order generators or temporary heating and cooling units from a product list based on lowest price, and simply take delivery off the truck when the unit arrives. Or, the customer may opt to purchase their own equipment rather than rent repeatedly. In 2019, UK-based Aggreko, the publicly traded global leader in rental power and temperature control solutions, sought to build on the distinguishing brand reputation being established in eight key industries in North America. Aggreko's business model relies on an industry-unique internal engineering capability to help various industrial end-users make more strategic use of their rented equipment to solve costly operational issues. But since no rental company has ever elevated its rental offering in this fashion, no widespread reputation existed for such a value-add proposition. Ward, Aggreko's agency for now a decade, had demonstrated its ability to deeply educate decision-makers in three important sectors initially and expanded to eight total sectors in 2018. Based on the consistent program success, in 2019, Ward was asked to expand the eight sectors to target various sub-sectors and niche markets where opportunity for additional revenue generation was ripe.

The eight focus areas included reputation-building in oil and gas, petrochem/refining, utilities, building services and construction (expanding to cold storage), events, manufacturing (expanding in food and beverage, pharmaceutical and cannabis) and product marketing, plus continuing to build the company's corporate image from its North American headquarters in Houston – a recommendation Ward has forwarded to elevate the company as a respected business leader in its Houston North American headquarters city. Ward positioned Aggreko as an experienced partner in the myriad industries they serve with editorial that touted their significant value propositions, engineering prowess and problem-solving skills. Whether heating manufacturing plants, using natural gas to power frac sand minds, using temporary power for refinery turnarounds and maintenance, or powering large-scale, high-visibility national events, Aggreko's elevated services offered valuable learnings – and profit potential -- for key decision-makers and purchasers.



GRAND EXCALIBUR CONTENDERS

WARD

CAMPAIGNS: REPUTATION/BRAND MANAGEMENT FROM COMMODITY CHOICE TO EXPERIENCED PARTNER

Out in the Hill Country, in Burton, Texas, sits a 206-acre camp facility that has served more than 170,000 children and adults of all abilities since opening its gates in 1998. At this camp, all activities and amenities are barrier-free, no matter the camper's challenges – be it mobility, chronic illness or learning differences. Aptly named Camp For All, the organization opens its doors to 64 non-profit organizations each year to host campers. But, despite the incredible work, the Camp For All identity and message had limited recognition. The partner organizations, while great at promoting their respective camps, often failed to mention Camp For All, only referencing "Burton, TX" as their branded camp location. Camp For All staff also felt the 80-mile distance from both Houston and Austin, as well as the need for advanced approvals from each camp partner organization were significant obstacles that had impeded their ability to attract media coverage.

Similarly, though centrally located, the Camp For All 2U program, which bring the camp experience to pediatric patients who cannot leave the hospital received little brand recognition either, with the hospital partners getting the media mentions despite Camp For All doing the majority of the work.

Overall, Camp For All rarely had media coverage in Houston and had never in its history had any coverage in Austin.

Camp For All tasked Ward with raising awareness of Camp For All, its barrier-free camp facility and the Camp For All 2U program. Over a 12-month period, Ward designed and executed a communications program, anchored by public relations, to highlight Camp's amenities, support its fundraising efforts, and elevate its leadership as subject matter experts.

As a result of the year-long program, Ward delivered 64 media placements achieving close to 135 million media impressions for a cost of 0.048 cents per impression – a high-value return on the client's media relations investment. Ward also developed and managed email and social media campaigns for the Reliant Gives fundraising effort, enabling the client to secure second place and a \$20,000 donation. For the Over the Edge fundraising event, Ward not only supported Camp For All through media relations, but also secured more than \$15,000 in in-kind donations in radio PSAs and close to \$35,000 in donated digital billboards, resulting in an additional 8+ million impressions across Houston metro.

Throughout the contract duration, the agency provided strategic social media support, including initial audit of platforms and their metrics, community-building and select content creation, events and fundraising support, metrics monitoring through its in-house software tools, for which Camp For All paid no usage fees, and technical support for four client platforms: Facebook, Twitter, Instagram and LinkedIn. Ward also provided assistance with sponsorships and fundraising initiatives, research, and other tactical support.

PRSA HOUSTON THANKS THE PRSA YANKEE CHAPTER FOR JUDGING THE 35TH ANNUAL EXCALIBUR AWARDS!



AWARDS PICK UP

Awards may be picked up on Thursday, October 8, 6 – 8 PM at Little Woodrow's Midtown. Photographer will be on site to take photos of winners with awards. If you are unable to pick-up your award, you can contact the PRSA Houston Chapter Administrator to make other arrangements.

If you are interested in ordering additional awards or certificates, please visit ExcaliburAwards.org for details. The deadline to reorder an award or certificate is Thursday, October 22, 2020. If you have any questions or prefer not to use the online system for your payment please contact our Chapter Administrator Angie Guy by email at admin@prsahouston.org. A check may be mailed to PRSA Houston at 1321 Antoine Drive, Houston, TX 77055.

Thank you and congratulations on your 2020 Excalibur Award!



Houston Chapter
PRSA

2020 SCHOLARSHIP RECIPIENTS

PRSA Houston is proud to support future public relations practitioners studying communication disciplines. The chapter will award \$9,000 to four deserving undergraduate and graduate students in 2020. Congratulations to all recipients!



ALBERTO HUICHAPA
University of Houston



ENO ODUOK
University of Houston



ISABELLE SCOTT
Lamar University



MCQUE WILSON
University of Houston

SILENT AUCTION & RAFFLE TO SUPPORT SCHOLARSHIPS
www.prsahouston.org
Bidding Closes Thursday, October 1 at 8PM

ABOUT PRSA HOUSTON



With nearly 400 active chapter members, PRSA Houston is one of the nation's largest and most active chapters of the Public Relations Society of America. Founded in 1950, PRSA Houston helps members become more valuable to their organizations and clients and, therefore, more successful professionally, by providing peer-based support, by encouraging professional growth through participation in educational programs and leadership roles, and by promoting the highest standards of professional competence and ethics.

www.prsahouston.org



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Praccreditation.Org

The logo for Constell, featuring the word "Constell" in a bold, red, sans-serif font with a white dot for the letter 'o'.

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Stefanie Peeler
Transwestern

SILENT AUCTION

Sheldra Brigham
Harris County Flood Control District

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Harris County Flood Control District

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Salvation Army



2020 PRSA HOUSTON LEADERSHIP

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Sheldra Brigham,
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Sybil Sanchez
YES Prep Public Schools

Toni Harrison
Etched Communication

Mike Zientek
HillDay Public Relations, Inc.

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LFD Communications

Laci Theriot, APR
Hancock Whitney

Gina Greenslate, APR
Energy Transfer

Natalie Tindall, APR
Lamar University

Dennis Nuss, APR
Phillips 66

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Houston Chapter

PRSA

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