

## 2016 PRSA Counselors Academy Section Slate

### 2016 Leadership Slate

Chair: Martin Waxman, APR  
Chair Elect: Tom Garrity  
Secretary: Dana Hughens  
Treasury: Chuck Norman, APR  
Past Chair: Abbie Fink

### Class of 2018 (incoming)

Alice Chapman  
Robert Merritt, APR  
Rebecca Mosley (Ex Officio)  
Jennifer Thompson

### 2016 Nominating Committee

Mike Neumeier, APR, chair  
Martin Waxman, APR  
Tom Garrity  
Abbie Fink  
Sydney Ayers

### Class of 2018 (new incoming ExComm officers bios)



**Alice Chapman, Partner at McNeely Pigott & Fox**  
Greater Nashville Area

Alice Chapman joined MP&F in 1995 as a staff associate and became a partner in 2011, and is the only person ever to rise from an entry-level position to an equity member of the firm. Along the way, she has worked for an array of clients at the local, regional and national levels, leading award-winning campaigns and coordinating winning strategies for several public affairs initiatives.

Alice's specialties include grassroots campaigns, media relations and event planning. Her current clients include the TriStar Health System, the Consumer Healthcare Products Association and Tennesseans for Alternatives to the Death Penalty.

She most recently led MP&F's successful, multiyear grassroots campaign in support of wine sales in Tennessee's retail food stores on behalf of the Red White and Food coalition. The campaign resulted in the passage of local referendums in 78 municipalities and a historic change to the state law that previously limited wine sales to retail liquor stores.

Alice is actively involved in the Nashville community. She is the current board president of Communities In Schools of Tennessee and is a longtime member and former board member of the women's networking organization CABLE. Her accolades include CABLE's Civic Outreach Award (2006) and the Nashville Area Chamber of Commerce's Nashville Emerging Leaders Award for Public Relations, Advertising and Marketing (2011). She is a graduate of

the Young Leaders Council (Class 41) and a former board member of the Women's Political Collaborative of Tennessee and the literacy nonprofit Book'em.

A native of Brentwood, Tenn., Alice is a graduate of the University of Tennessee and holds a bachelor's degree in communications.

#### About McNeely Pigott & Fox

McNeely Pigott & Fox is an award-winning, full-service public relations firm based in Nashville, Tennessee. We provide total communications and marketing services for a diversified client mix at the local, regional and national levels. MP&F was founded in 1987 and has grown to become one of the largest independent public relations firms in the Southeast.



#### **Rob Merritt, APR, Vice President/Director of Public Relations at Rhea + Kaiser**

Greater Chicago Area

Rob Merritt is a 30 year marketing and public relations professional, and Vice President and PR Director at Rhea + Kaiser in Naperville/Chicago, Illinois. At R+K, Rob is responsible for the management of the public relations operations, as well as integrated, strategic planning and management for agency clients with the rest of the senior R+K team.

In addition, over the years Rob developed a passion for wine and decided to make it his second career. Merritt has taken his expertise in retail, restaurant and beverage marketing, branding, communications and relationship building and married it with his passion for wines, dining and entertainment.

Merritt's background includes several management positions with national advertising and public relations agencies, management of his own public relations firm, and co-ownership with his wife, Amy, of a women's accessories business.

#### About Rhea + Kaiser

Rhea + Kaiser is a fully integrated advertising and public relations firm with offices in Naperville and Chicago, Illinois. At R+K, Rob is responsible for the management of the public relations operations, as well as integrated, strategic planning and management for agency clients with the rest of the senior R+K team.



#### **Rebecca Mosley Owner of Duo Public Relations**

Greater Seattle Area

Deciding I needed more creative headroom and a crash course in business management, I left Edelman Seattle with my goldfish in tow in 2004 to start

Duo PR. Since then, my business partner, Amanda Foley, and I have grown Duo PR into one of the top consumer shops in the Northwest. We specialize in blending traditional, grassroots and social media relations for clients seeking to have a big impact in the consumer lifestyle space.

I have worked with clients big and small (holding a special soft spot for those with a true entrepreneurial spirit), spearheading digital game launches for Microsoft, major renovations and grand openings for Hyatt Hotels & Resorts, international product introductions for Cranium, business/investor relations for Clover Coffee (now owned by Starbucks), and pushing formerly obscure foodie trends into the national spotlight for SousVide Supreme. Additional details on both me and Duo can be found at [www.duopr.com](http://www.duopr.com).

Specialties: product branding and launch campaigns, national consumer PR, event management, social media + grassroots outreach, message development, crisis Communications

#### About Duo Public Relations

Duo Public Relations is a boutique consumer PR firm, with a specific focus on the culinary, travel, fashion/beauty and lifestyle brands. Founded in 2004 by “big agency” veterans, our firm works with some of the world’s biggest brands, scrappy start-ups and everything in between.

Our approach places value on results and enduring relationships with both clients and media. We blend global capabilities, strategic execution and stellar client service with a culture heavy on tenacity, creativity and flexibility — helping clients of all sizes achieve the PR results they seek.

Our office is loaded with wit, brains, humor and energy. We are passionate about our jobs and our clients, and see Duo PR as a fun, engaging place to work — which means we’re a fun, engaging team to work with. We deliver the results you want because we take the time to listen to what you need and pride ourselves in developing creative, whiz-bang campaigns that tap the right audiences, help move the needle and impact the bottom line.



**Jennifer Thompson, CEO & President of Thompson and Co. Public Relations**

Greater New York and Alaska

Jennifer is the principle partner and president/CEO of Thompson & Co. Public Relations. She is in charge of ensuring that everything the agency produces is strategic, consistent and exceeds client expectations. She is often involved at the planning level of new projects and manages several of the agency's clients herself. She excels at articulating concepts, helping clients define their goals and translating them into solid public relations campaigns.

As a manager, she is a strong believer in a cohesive agency structure and a vibrant culture. She spends a great deal of time and resources ensuring her team understands the importance of work/life balance and pursuing their passions to sustain a creative atmosphere in the agency.

She also loves coffee, good shoes and sunshine.

#### About Thompson and Co. Public Relations

Thompson and Co. Public Relations is a bi-coastal PR firm specializing in brand messaging, media relations, social media strategy, event coordination, crisis planning and more for a wide range of industries and non-profit clients. With offices in New York and Alaska, our resources and media connections reach across the nation. Thompson & Co.'s stellar reputation in the PR industry has everything to do with its staff: driven, talented media junkies with a passion for their work.