

## PRSA Foundation Welcomes Eight New Board Members and One Honorary Trustee

**New York—(July 27, 2011)** The PRSA Foundation, a non-profit organization associated with the Public Relations Society of America, welcomes nine industry leaders to its board of directors. According to Foundation President, Debbie Mason, CEO of the United Way of North Central Florida, these new members will bring valuable expertise to guide the Foundation in growing its resources to provide scholarships for students studying public relations as well as fund valuable research and public education initiatives.

The new members come from various corporate and agency companies and include: Philip Tate, APR, senior vice president of advertising, digital and public relations firm, [Luquire George Andrews](#); Don Kirchoffner, president of [Don Kirchoffner & Associates](#), a full service public relations practice specializing in issues management and crisis communications; Gail A. Winslow-Pine, APR, senior counsel of behavioral public relations and management consulting firm, [Jackson, Jackson & Wagner](#); Jaclyn C. Hirschhaut, vice president of public relations and marketing of [American Home Furnishings Alliance](#); Kent Landers, group director of corporate media relations of [The Coca-Cola Company](#); Brandi Boatner, external relations professional for [IBM](#); Lou Capozzi, former CEO of [MS&L](#) and most recently served as chairman of parent company, [Publicis Groupe's PRCC](#), the world's fourth largest communications in digital advertising and healthcare communications; Torod Neptune, corporate vice president of communication for [Verizon Communications](#); and James E. Arnold, chairman and CEO of [Arnold Consulting Group](#). Arnold joins as the newest honorary trustee of the Foundation, previously serving as President of [Chester Burger & Co.](#) as well as a member of the [Arthur W. Page Society](#).

"We are pleased to have such experienced professionals join our board this year. Some of the nation's top public relations firms are represented, along with multi-million dollar companies. I know that each and every member has something unique to bring to the table and offer the future professionals of our industry. The Foundation is thankful for the opportunity to work with such high-caliber experts within the public relations field," said Mason.

Representing multiple industries, the newest members offer diversity and leadership. Landers serves as a group director for the only company to own four of the world's top five nonalcoholic sparkling [beverage brands](#), while Boatner works for a company that just celebrated its 100-year anniversary this past June, also known as Big Blue. The board also welcomes top-level executives including Neptune, whom leads communications for Verizon, a company that serves more than 104 million customers and Hirschhaut, whom spearheads the public relations and marketing department of the world's largest trade organization in the home furnishing industry. ,

"The upcoming year holds new challenges for students and professionals alike and I am so excited to be able to work with such powerful public relations practitioners. The expertise, initiative and guidance from all nine members will bring the Foundation closer to achieving its goal of providing opportunities for [scholarships](#), [research projects](#) and [public outreach](#) through education," said Gail Rymer, president-elect of the PRSA Foundation. "The Foundation is honored to have some of the most senior level influencers contribute their time and counsel for the betterment of the profession."

About the PRSA Foundation: The PRSA Foundation is an independent, 501 (c) 3 charitable foundation which enhances the role of the public relations industry in serving the public good, by raising funds to support scholarships for public relations students, research projects that impact the practice of public relations, and public education initiatives that build greater awareness among business and government leaders about the role of public relations in serving the public good.