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FOR IMMEDIATE RELEASE

Public Relations Society of America Madison Chapter Announces 2011 Board of Directors

Chapter Provides Advocacy and Resources for Southwest Wisconsin Public Relations Professionals

MADISON, WIS. (January 18, 2011)—The Public Relations Society of America Madison Chapter (PRSA-Madison), the region’s premier association for the public relations and communications industry, announces its new board of directors. These recently elected and appointed public relations professionals from Madison-area businesses will provide leadership, advocacy and critical public relations industry information to the greater Madison and southwest Wisconsin region.

The board is composed of seven PRSA-Madison members, each serving rotating, three-year terms. In this year’s election, the Madison chapter welcomed Nate Towne, senior public relations executive with C. Blohm & Associates, to the board and voted to have Dan Chin, vice president of Public Affairs for Hospice Care Inc., return to the board for his second term. Continuing their service on the board are Mary Erpenbach, president of Cherry Street; Brian Lee, president of Revelation PR, Advertising & Social Media; Eric Nelson, director of communications for The Alexander Company; Chris Schellpfeffer, public relations director for Knupp & Watson & Wallman; and Kimberly Stobb, public relations counselor for Hiebing.

“Local leadership in the public relations industry is critical at this point in time,” related Dan Chin, PRSA-Madison’s president. “The public relations practice is receiving attention like never before. PRSA-Madison is committed to advancing the use of ethical public relations practices and use of technology to enhance collaboration and improve the communications experience of public relations professionals. This is a priority for the national PRSA organization, and we want to be part of the solution. The professionals who have committed to service on the PRSA-Madison board exemplify this spirit and are already working hard to make a difference in 2011.”



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The PRSA-Madison Board of Directors work to develop and prioritize chapter initiatives, including monthly development luncheons, an annual awards ceremony and an annual scholarship.

Stobb, PRSA Madison's vice president for 2011, hailed the diverse mix of interests held by the board. "PRSA-Madison exists to advance the public relations industry. With corporate crisis, social media and political movements gaining media and consumer attention around the country, it's imperative that local communicators have access to resources and training to provide strategic guidance to their companies and clients. This year's board provides both via its members' varied professional experience and the programming it has planned for the chapter in 2011."

About the PRSA-Madison Chapter

The Public Relations Society of America (www.prsa.org), headquartered in New York City, is the world's largest organization for public relations professionals, with nearly 32,000 professional and student members. PRSA is organized into 109 chapters nationwide and 20 professional interest sections and affinity groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The PRSA-Madison Chapter has served the area's public relations professionals since 1970. It hosts a professional development meeting on the third Thursday of every month and the annual Alchemy Awards ceremony and has established a scholarship fund for local students studying Public Relations at the University of Wisconsin - Madison or University of Wisconsin - Stevens Point. Follow PRSA-Madison on Twitter, @PRSAmsn. <http://www.PRSAMadison.org>

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